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DESIGN FOR DEVELOPMENT

A PORTION OF WASHINGTON-CULVER
REDEVELOPMENT PROJECT NO. 3

EAST WASHINGTON BOULEVARD
COMMERCIAL REVITALIZATION AREA

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THIS DESIGN FOR DEVELOPMENT SUPERSEDES
THE DESIGN FOR DEVELOPMENT FOR THE EAST WASHINGTON BOULEVARD CORRIDOR,
APPROVED SEPTEMBER 6, 1990

AND
THE DESIGN FOR DEVELOPMENT FOR 8777-8781 WASHINGTON BOULEVARD,
THE NORTHEAST CORNER OF WASHINGTON AND NATIONAL BOULEVARDS,
APPROVED JULY 15, 1991.

Approved August 17, 1992
Amended November 11, 1996



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DESIGN FOR DEVELOPMENT
A PORTION OF WASHINGTON-CULVER REDEVELOPMENT PROJECT NO. 3
EAST WASHINGTON BOULEVARD COMMERCIAL REVITALIZATION AREA

I. PURPOSE AND INTENT

The Culver City Redevelopment Agency (Agency) has the authority to direct and guide the use and development of property within adopted project areas. Pursuant to Section 422 of the Redevelopment Plan for the Washington-Culver Redevelopment Project No. 3, the Agency, through the adoption of this document, establishes design standards for a particular area within Project Area No. 3 (the "Project Area").

Through the implementation of this Design for Development (DFD) the Agency will direct the use and redevelopment of a particular area within Project Area No. 3 in order to insure that the health, safety and welfare of the residents and business community are not adversely affected. This DFD addresses the East Washington Boulevard Commercial Revitalization Area (the "Revitalization Area") which is defined in Section II.

On September 6, 1990, the Agency approved and adopted the Design for Development for the East Washington Boulevard Corridor (the Corridor DFD). On July 15, 1991, the Agency approved and adopted the Design for Development for 8777-8781 Washington Boulevard, the northeast corner of Washington and National Boulevards (the Washington-National DFD). Both the Corridor DFD and the Washington National DFD affect properties within the Revitalization Area. The provisions of the Corridor DFD and the Washington-National DFD are incorporated into this DFD. This DFD supersedes both the Corridor DFD and the Washington-National DFD which have been rescinded by the Agency.

The purpose of this DFD is to provide narrative standards to guide and control the redevelopment of properties within the Revitalization Area. The Agency will endeavor to insure that this DFD continues to be a relevant and useful document. The DFD is subject to revision by appropriate future amendments formally approved by the Agency.

It is the intent of the Agency that the owners of the properties in the Revitalization Area participate in redevelopment by rehabilitation of their properties or by new development on their properties. The Agency desires that as many owners and tenants as possible participate in the redevelopment of the Revitalization Area. To support this goal, a loan/grant program for storefront rehabilitation will be funded by the Agency. Additionally, the City is preparing a comprehensive Economic Development Strategy to attract and retain businesses within the City, which will be applicable to this area.

This document supplements and focuses the various goals, policies and objectives of the planning and redevelopment documents affecting the Revitalization Area. However, the standards established herein are not inclusive of all applicable procedures and requirements of the City of Culver City (the "City") which will apply to development of properties within the Revitalization Area. The requirements contained in this DFD shall be construed as being in addition to City requirements and, in the case of conflict, the more stringent shall prevail.

II. SITE DESCRIPTION

The Revitalization Area generally includes all properties which have frontage on Washington Boulevard between National Boulevard and Fairfax Avenue. The Revitalization Area is illustrated in detail on the attached Site Map (Exhibit "A").

The City's zoning of properties within the Revitalization Area is the East Washington Overlay Zone. The underlying zoning is LIGHT INDUSTRIAL (M-1) between Wesley Street and Helms Avenue and east of Ballona Creek, and COMMERCIAL (C-3) for the rest of the Revitalization Area. The City's General Plan land use designation for all properties within the Revitalization Area is INDUSTRIAL PARK for the properties south of Washington Boulevard between Fairfax Avenue and east of Ballona Creek, OPEN SPACE for the property within Ballona Creek, and COMMERCIAL GENERAL CORRIDOR for the rest of the Revitalization Area..

The Redevelopment Plan land use designation for properties within the portion of the Revitalization Area from Helms Avenue to Ballona Creek is INDUSTRIAL OR RESIDENTIAL (IN-R), and INDUSTRIAL (IN) in the rest of the Revitalization Area.

III. REDEVELOPMENT STANDARDS

The City of Culver City has adopted zoning, architectural and other requirements relating to the development of land within its jurisdiction. These requirements shall be adhered to in the planning and implementation of all developments. The requirements in this Design for Development are in addition to City requirements and, in the case of conflict, the more stringent shall prevail. The Agency has approved and adopted the EAST WASHINGTON BOULEVARD REVITALIZATION PROGRAM which contains specific requirements and general guidelines for new development and rehabilitation within the Revitalization Area. THE EAST WASHINGTON BOULEVARD REVITALIZATION PROGRAM (the REVITALIZATION PROGRAM) as approved and adopted by the Agency, or as it may be modified or amended by the Agency, is incorporated herein by this reference.

The redevelopment of properties within the Revitalization Area shall consist of new construction or rehabilitation, and/or maintenance, of existing buildings consistent with the applicable zoning and building standards of the City of Culver City, the Redevelopment Plan, the REVITALIZATION PROGRAM and this Design for Development.

A. Building Height

Building Height of new development within the Revitalization Area shall comply with the provisions of the East Washington Boulevard Commercial Revitalization Area Overlay Zone.

B. Building Setbacks

Building Setbacks of new development within the Revitalization Area shall comply with the provisions of the East Washington Boulevard Commercial Revitalization Area Overlay Zone and the Revitalization Program.

C. Traffic Mitigation Measures

Redevelopment of the Revitalization Area pursuant to this DFD may result in additional traffic utilizing Washington Boulevard, the local streets in the immediate area and adjacent arterial streets. In conjunction with submittal of plans for Site Plan Review, an applicant may be required to submit a traffic impact analysis based on the City's "Criteria for Requiring Traffic Impact Studies for Proposed Developments". As a result of any such traffic impact analysis, specific traffic mitigation measures may be imposed on new construction and rehabilitation and reuse of existing buildings in the Revitalization Area during the plan review and approval process. The requirement for traffic mitigation measures does not replace or reduce the payment to the City of the New Development Impact Fund Fee pursuant to Chapter 33 H of the CCMC and City Council Resolution No. 83-R115.

D. Parking Requirements

Parking for new construction in the Revitalization Area shall meet the applicable CCMC requirements in all respects. Existing buildings or uses which are non-conforming as to parking as of the date of this DFD may continue subject to the requirements of CCMC Code Section 37-84.

Design of parking areas shall conform to the requirements of the applicable City requirements and standards, including, but not limited to Comprehensive Site Development Standards adopted by the Culver City Planning Commission by Resolution No. 92-P001 or as it may be modified or amended in the future and with the INFILL DESIGN STANDARDS which relate to PARKING ORIENTATION in the REVITALIZATION PROGRAM.

1. New parking lots and parking structures shall be located as much as possible to the rear or underneath buildings. Locating all required parking between the front property line and the primary building storefront/entry is prohibited.

E. Landscaping

Each development site shall be landscaped and irrigated in accordance with landscape plans approved by the City and the Agency. Landscape improvements shall be installed as part of new construction or rehabilitation plans in conformance with CCMC Section 37-84.1 through 37-84.3. and with the Comprehensive Site Development Standards adopted by the Culver City Planning Commission by Resolution No. 92-P001 or as it may be modified or amended in the future. Such landscaped areas shall be maintained thereafter in a sightly and well kept condition.

1. Parking areas shall be separated from buildings by either a raised concrete walkway or landscaped strip, preferably both. Parking spaces which directly abut the building are prohibited.

F. Architectural Design

1. General Parameters

All new development or rehabilitation shall be designed, constructed and maintained in accordance with the City's General Commercial Architectural Design District Standards and Comprehensive Site Development Standards adopted by the Culver City Planning Commission by Resolution No. 92-P001 or as it may be modified or amended in the future, the Design Standards section of the **REVITALIZATION PROGRAM** adopted by the Agency and in a manner consistent with plans approved by the Agency and City. The Design Standards section of the **REVITALIZATION PROGRAM** is attached as Exhibit "B".

2. Architectural Style

For the portion of the Revitalization Area located at the northeast corner of Washington Boulevard and National Boulevard (8777-8781 Washington Boulevard), special consideration shall be given to the use of building materials and design styles which are compatible with the general character of the Helms Bakery building at 8703-8735 Washington Boulevard and the Beacon Laundry building at 8695 Washington Boulevard.

3. Building Exteriors

- a. New construction shall comply with the Building Architecture and Storefront Design requirements in the Design Standards section of the **REVITALIZATION PROGRAM**.
- b. Rehabilitation of existing buildings shall comply with the Facade Rehabilitation Standards section of the **REVITALIZATION PROGRAM**.

4. Building Siting and Window Placement

New buildings shall be sited to minimize shade, shadow, light and/or glare impacts on nearby residential properties.

5. Signage

Signage shall comply with CCMC Section 37-78, Article XVII.A. Signs or as it may be modified or amended in the future.

6. Refuse and Recyclables Storage Facilities Areas

Plans for refuse and recyclables storage facilities areas shall be included in all new construction or rehabilitation and reuse of existing buildings as required by the City Resource and Sanitation Manager, and shall be subject to City and Agency approval.

7. Security Fencing

Security fencing on the perimeters of each development site shall be consistent in design, material, finish and color with buildings on the site and, to the extent possible, with existing adjacent conforming buildings. Such perimeter fencing shall not consist of chain link fencing and shall not include barbed wire or razor ribbon except as permitted herein.

"Chain Link:

- a. A minimum nine gauge galvanized or nine gauge vinyl coated. A single color of plastic slats, compatible with the buildings on site and/or adjacent properties, may be used for screening except for parking lot fences located along Washington Boulevard; and

- b. Located in the following areas:

- i. Front setback except where parking lots are located along Washington Boulevard the fence shall be constructed per Section 37-71.17(a)(2), which specifies:

Parking and loading areas shall not abut Washington Boulevard, except where a design feature is provided to minimize the visibility of vehicles as approved by the City Planner. The City Planner may take into account security needs in minimizing the visibility into the parking area and the aesthetic compatibility with the area. Such design features may include, but are not limited to:

- a. A minimum six foot high fence of which the first three (3) feet consist of a solid wall or mature landscaping which provides screening. The portion above the first three (3) feet may be of open work design.
- b. A solid planter with landscaping coupled with an open work fence.

- ii. Side setback, except when abutting residentially zoned property; and

- iii. Rear setback except when abutting residentially zoned property."

Barbed wire shall only be permitted in the M-1 Zone. However, barbed wire should not be permitted within the setback created:

1. Between a building face and a property line abutting residentially zoned property; and
2. Between a building face and street-facing property line.

IV. USES PERMITTED

The uses conducted in the Revitalization Area shall comply with the provisions of the East Washington Boulevard Commercial Revitalization Area Overlay Zone.

V. FIRE SAFETY

Access shall be provided for Fire Department emergency vehicles and equipment to all structures subject to the approval of the Fire Marshall. Standard pre-fire floor plans as required by the Fire Marshall shall be submitted and approved prior to the issuance of a Certificate of Occupancy. Automatic sprinkler, alarm, smoke detector and/or other systems may be required. Modification to water supply systems serving the Revitalization Area may be required for new developments or rehabilitation projects in order to ensure sufficient water supply for appropriate fire protection as determined by the Fire Marshall.

VI. CIRCULATION AND ACCESS

A. Vehicle Access

1. The number of driveways on all street frontages shall be kept to a minimum. The number, location and width of driveways shall be subject to approval by the City Engineer.
2. Parking lots and future parking structures shall be located as much as possible to the rear of or underneath buildings. Locating all required parking between the front property line and the primary building storefront/entry is prohibited.
3. Parking lots shall be designed so that a car within a facility will not have to enter a street to move from one location to any other location within the same parking facility.

B. Pedestrian Access

1. All pedestrian access shall be in accordance with Title 24 standards for accessibility for handicapped persons. At least one pedestrian entrance to each new building and to each existing rehabilitated building must be accessible to handicapped persons.
2. Parking lots shall be designed to provide a distinctive/coherent pedestrian circulation system between parked cars and the building.

VII. HISTORIC STRUCTURES

Certain buildings within the Revitalization Area have been designated either "Significant" or "Landmark" structures as part of the Culver City Historic Preservation Program. Any modification to the exterior of these structures must comply with the requirements of the Culver City Historic Preservation Program.

VIII. PLAN REVIEW PROCEDURES

In the conceptual phase of planning a project, early discussions with Agency staff and City Planning Division staff are encouraged to review the scope of the project and to clarify the applicable Agency and City requirements. Once plans are prepared, they shall be processed through the standard City review process initiated with the City Planning Division. Such plans may be required to include a

plot plan, parking plan, drainage plans, landscaping plans, floor plans, roof plans, pre-fire plans, sign plans and four-sided elevations for all proposed improvements. The redevelopment of development sites within the Revitalization Area shall be carried out according to plans and drawings approved by the Agency and City.

A. New Construction

Plans for all new construction and/or additions to existing buildings require City and Agency discretionary review to insure appropriate compliance with applicable City and Agency requirements, including the provisions of this DFD. This review process may include formal review by the Planning Commission and the Agency.

B. Rehabilitation

Plans for rehabilitation of existing buildings generally require administrative City review and approval for issuance of required building permits. This City review process incorporates Agency staff review of proposed plans to insure compliance with the provisions of this DFD.

IX. RESPONSIBILITY FOR SECURING PERMITS AND PAYING APPLICABLE FEES

Nothing contained in this Design for Development or in subsequent agreements shall be construed in any way to exempt the property owner or developer (or assignee, buyer, transferee, conveyee, or lessee) from securing all permits and paying all fees required of developers of private property within the City of Culver City including the New Development Impact Fee, and fees required by the Art in Public Places Ordinance.

X. ENVIRONMENTAL REVIEW

New construction within the Revitalization Area shall be subject to specific environmental review as part of the applicable City and Agency review procedures.

Such environmental review may include but not be limited to the following:

1. Completion of the City's Environmental Information Questionnaire;
2. Traffic impact study for any development proposal as may be required by the City's "Criteria for Requiring Traffic Impact Studies for Proposed Developments";
3. A soils investigation report to be filed with the Agency by the Applicant identifying the presence or absence of soil contamination or other hazardous materials; or
4. Any additional review including a full Environmental Impact Report.

Cost for any such environmental review shall be paid by the property owner or developer.

XI. PUBLIC IMPROVEMENTS

A. Public Right of Way Improvements

1. All development proposals are subject to requirements for public right of way dedication and/or improvements for street and alley widening and/or reconfiguration that may reasonably be required by the City Engineer consistent with the development plans submitted. Any such street, alley, or sidewalk improvements shall be consistent with current City standards, the specific street improvement plans approved by the City and Agency and subject to the approval of the City Engineer. Such improvements include, but are not limited to sidewalks, street furniture, street lights, street trees, alleys, landscaped medians and bus shelters.
2. The Agency shall implement certain landscaping and streetscape improvements pursuant to the Washington Boulevard streetscape plans approved by the City in December 1996.

B. Public Off Street Parking

1. The Revitalization Area is deficient in off-street parking. To the extent possible, the Agency shall endeavor to acquire available properties in the Revitalization Area for the construction of off-street parking.

XII. MINOR VARIATIONS

Under exceptional circumstances, the Agency is authorized to permit a variation from the limits, restrictions and controls established by this DFD. In order to permit such variation, the Agency must determine that:

1. The application of certain provisions of the DFD would result in practical difficulties or unnecessary hardships inconsistent with the general purpose and intent of the DFD.
2. Permitting a minor variation will not be materially detrimental to the public welfare or injurious to property or improvements in the area.
3. Permitting a minor variation will not be contrary to the objectives of the DFD or the Redevelopment Plan.

No variation shall be granted which changes a basic land use or which permits other than a minor departure from the provisions of this DFD. In permitting such minor variation, the Agency shall impose such conditions as are necessary to protect the public health, safety or welfare, and to assure compliance with the purposes of the DFD. Any minor variation permitted by the Agency hereunder shall not supersede any other approval required under City codes and ordinances.

XIII. ECONOMIC DEVELOPMENT STRATEGIES

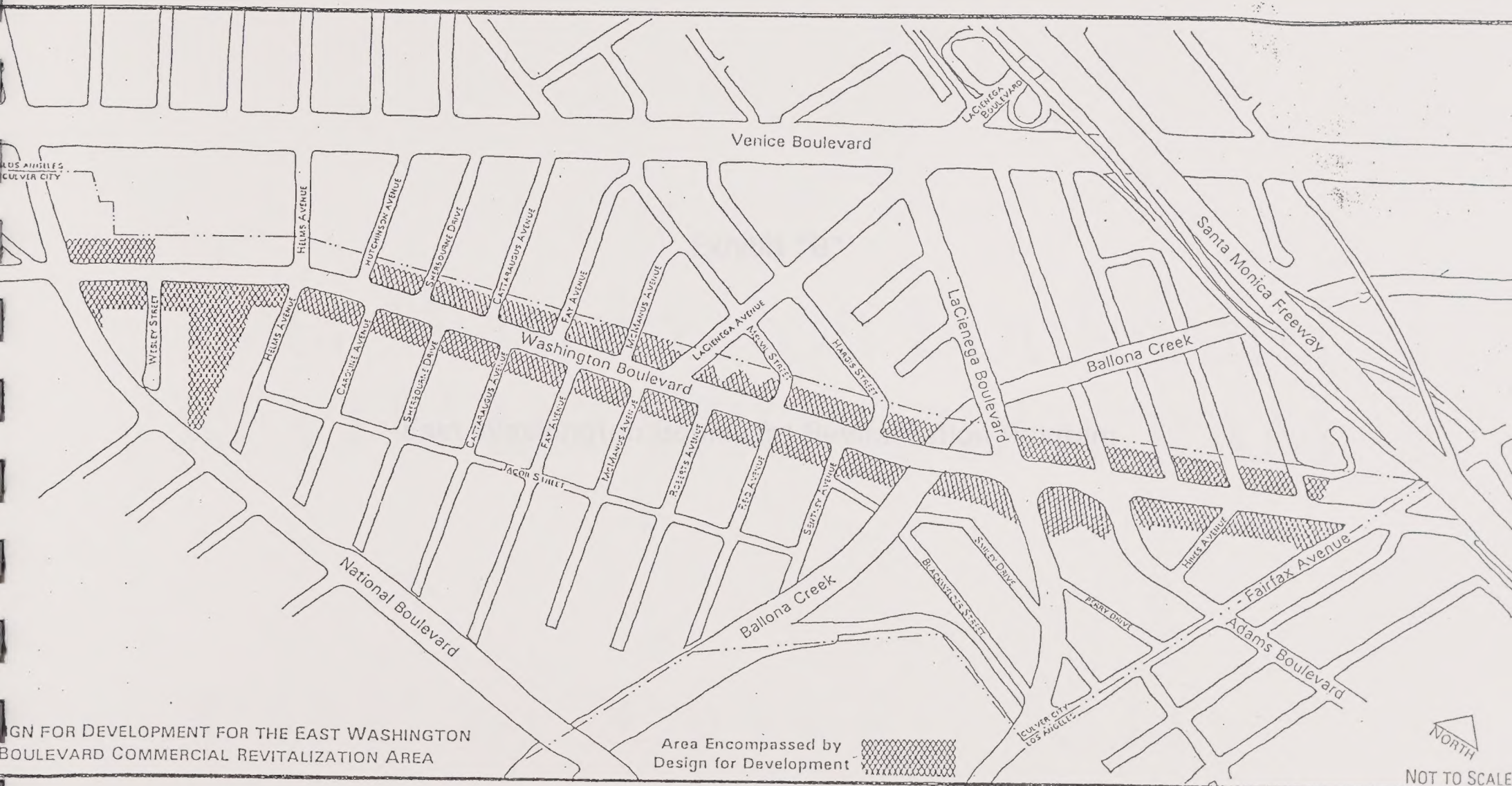
The Agency intends to implement the following economic development activities.

1. Implement and fund the East Washington Boulevard Storefront Improvement Program to provide financial incentives and assistance for building facade renovation.
2. Implement and fund the streetscape improvements consistent with the Revitalization Program.
3. Fund the preparation of the City wide Comprehensive Economic Development Strategy, which will form the basis for further specific actions by the Agency within the Program Area.

The background of the page is a very faint, light-colored map. It shows a grid of streets, with some areas highlighted in a slightly darker shade of gray, possibly indicating a specific site or area of interest. The map is oriented horizontally.

Exhibit "A"

Site Map



IGN FOR DEVELOPMENT FOR THE EAST WASHINGTON
BOULEVARD COMMERCIAL REVITALIZATION AREA

Area Encompassed by
Design for Development

EXHIBIT "A"

NORTH
NOT TO SCALE

Exhibit "B"

East Washington Boulevard Revitalization Program

City of Culver City

Approved August 11, 1992

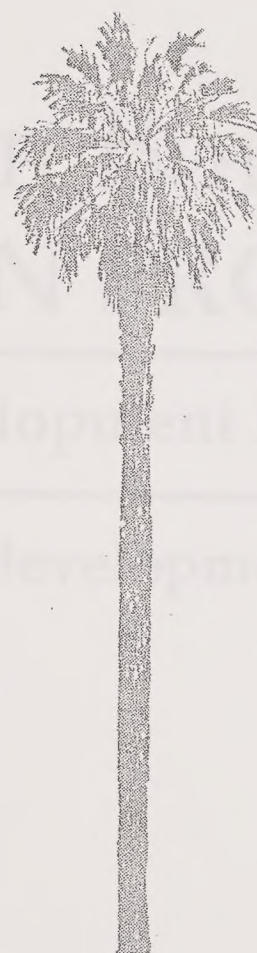
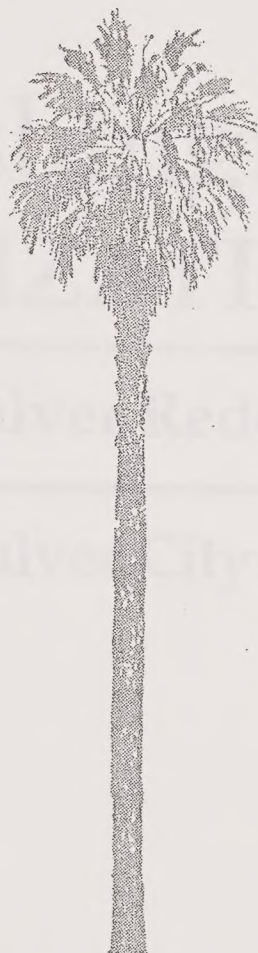
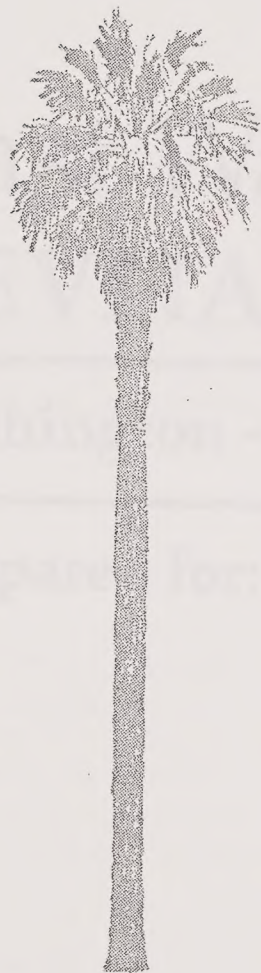
Amended February 24, 1997

East Washington Boulevard REVITALIZATION PROGRAM

C i t y o f C u l v e r C i t y

Approved August 17, 1992

Amended February 24, 1997



ENVIRONMENTAL REVALUATION PROGRAM

Washington - Culver Redevelopment Project, Phase 3

Prepared for: Culver City Redevelopment Agency

Prepared By
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31866 Camino Capistrano
San Juan Capistrano, CA 92675
(714) 459-8131

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East Washington Boulevard REVITALIZATION PROGRAM

Washington - Culver Redevelopment Project No. 3

Prepared for: Culver City Redevelopment Agency

Prepared By
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I. Design Standards

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II. Glossary of Terms

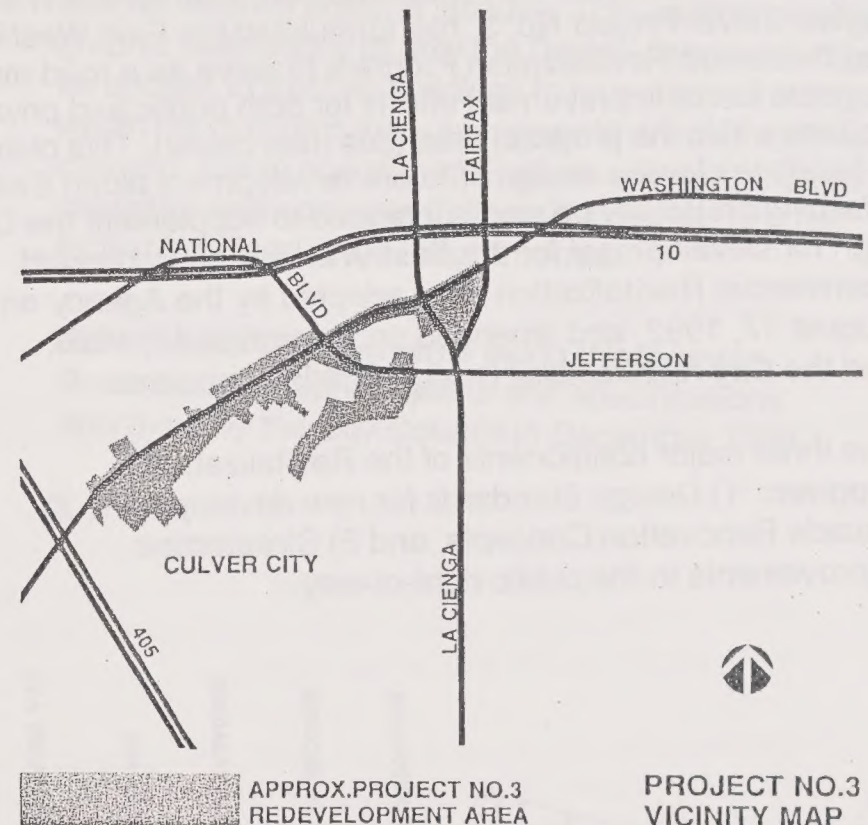
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INTRODUCTION

A. Background

The evolution of East Washington Boulevard began primarily as a commercial corridor consisting of typical retail and service uses, and included some light industrial uses (e.g. Helms Bakery). Over time, as shopping patterns changed, demand for retail space decreased and more light manufacturing-type uses and heavier service-type uses came to occupy the retail commercial storefronts. These changes in land use were also accompanied by physical modifications to the otherwise typical retail storefronts. Haphazard alterations and additions were made to the building facades as customer doors and display windows were no longer required for the more anonymous industrial and service/supply uses. As traffic volumes and speeds increased, so did the number and size of signs which attempted to compete for the attention of passing motorists. This further added to the cluttered appearance of the Boulevard.

Today, East Washington Boulevard still remains one of Culver City's primary thoroughfares and provides a major entry point to the City, its stately palms lining the Boulevard in an almost ceremonial fashion. Yet, behind the palms, many of the buildings that frame the street are in need of repair and revitalization. There is an overall lack of design cohesiveness - no sense of place. This prominent City entrance is today in need of a visual renaissance - an upgrading of its physical image. The East Washington Boulevard Revitalization Program is a comprehensive approach which addresses this need.



INTRODUCTION

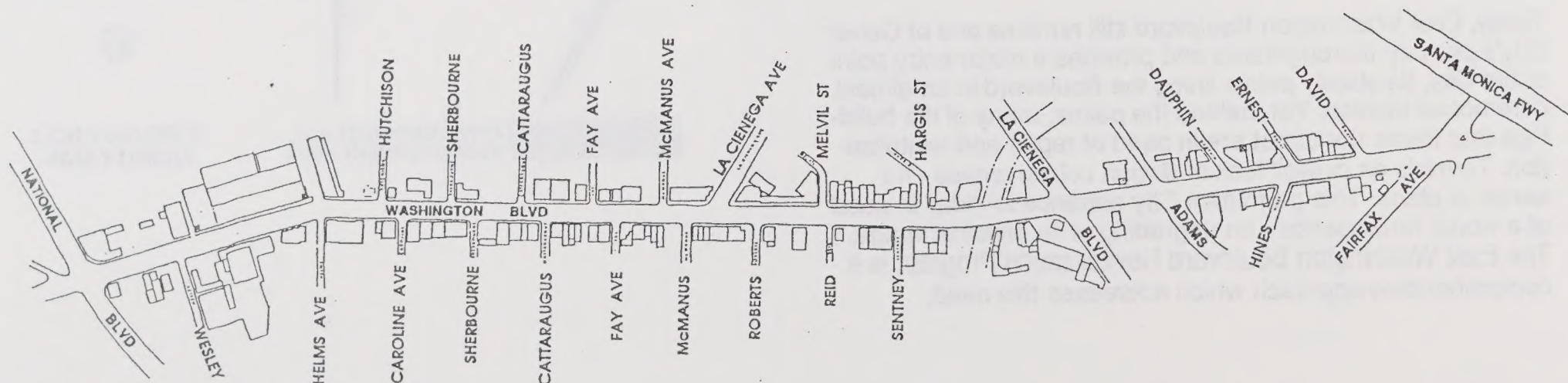
B. Purpose and Objectives

The Culver City Redevelopment Agency, in its continuing efforts to upgrade and rejuvenate various older portions of the City and to implement the Redevelopment Plan for the Washington-Culver Project No. 3, has formulated the East Washington Boulevard Revitalization Program to serve as a road map to guide future improvement efforts for both public and private actions within the program area (see map below). This plan is a handbook for the design of future development along East Washington Boulevard and is intended to supplement the Design for Development for the East Washington Boulevard Commercial Revitalization Area adopted by the Agency on August 17, 1992, and amended on November 11, 1996, and the City Architectural Design District Standards.

The three major components of the Revitalization Program: 1) Design Standards for new development, 2) Facade Renovation Concepts, and 3) Streetscape improvements in the public right-of-way.

The Revitalization Program is based on the fulfillment of the following guiding objectives:

1. To upgrade the physical appearance of the East Washington Boulevard corridor in order to improve the visual image of the area as a primary entrance to the City.
2. To encourage quality development and redevelopment by establishing a set of design criteria to be utilized for the evaluation of proposed projects.
3. To encourage and assist in the rehabilitation of existing building facades through the provision of financial incentives.
4. To facilitate improvements in the public right-of-way by developing a comprehensive streetscape design program.



EAST WASHINGTON BOULEVARD URBAN DESIGN STUDY AREA

C. Components of the Revitalization Program

In order to accomplish the objectives of the Program as stated above, a three pronged approach has been developed: 1) provision of design standards for new projects; 2) encouragement and guidance for the renovation of existing buildings; and 3) design of streetscape improvements in the public right-of-way.

Specifically, the Revitalization Program includes the following major components:

1. **Design Standards** - The Design Standards component has been formulated to assist developers in understanding the Agency's idea of "quality development". As used within this document, "quality development" means development that satisfies 1) the criteria set forth in the Design Standards, 2) the development standards contained in the City's Zoning Code, 3) the requirements of other City ordinances and codes that regulate development including the Design for Development for the East Washington Boulevard Corridor approved by the Agency, and 4) policies of the General Plan. The Design Standards will be utilized by the appropriate Agency and City review authorities during their evaluation of proposed projects.
2. **Facade Renovation Concepts** - The Facade Renovation Concepts provide appropriate examples of renovation techniques which should be followed during any remodeling of existing building facades. This section provides graphic illustrations of how the Design Standards might be applied to existing buildings in four different blocks within the Program Area (see page III-1 for specific locations). These specific applications provide valuable examples and concepts that can be applied to other similar buildings in the Program Area.
3. **Streetscape Improvements along Washington Boulevard** pursuant to plans and specifications approved by the City Council in December 1996.

INTRODUCTION

D. Implementation of the Revitalization Program

The implementation of the East Washington Boulevard Revitalization Program will primarily be the responsibility of the Culver City Redevelopment Agency through its discretionary review authority and its funding of streetscape improvements and the proposed Commercial Revitalization grant program.

The design standards apply to all property with frontage on East Washington Boulevard between National Boulevard and Fairfax Avenue. The map on page I-2 illustrates the area of application.

1. **Private Development Project Review Process**

The following steps should be followed for projects involving new construction or rehabilitation within the Program Area:

- a. In the conceptual phase of planning a project, early discussions are encouraged with the Redevelopment Agency staff and Planning Division staff to review the scope of the project and to better understand the requirements and the role of the Agency.
- b. Once preliminary plans are prepared, they should be submitted to the Planning Division for review in accordance with normal processing procedures. The project will be reviewed with regard to the applicable development regulations and standards of the City's Zoning Ordinance and other applicable development policies including the design standards contained herein.

- c. Following Planning Division review, the proposed plans will be forwarded to the Redevelopment Agency for review for compliance with the Design Standards contained herein. In a case where the standards contained herein are more restrictive, or impose greater control over development, or add additional requirements, the standards contained herein shall prevail.
- d. After receiving approval from the Redevelopment Agency, the applicant may file for a building permit.

2. **Streetscape Improvements**

Pursuant to plans and specifications approved by the City Council in December 1996, streetscape improvements are planned for the segment of Washington Boulevard, between National and La Cienega Boulevards. Funding for the improvements are included in the 1996-97 budgets of the Redevelopment Agency and the City of Culver City. Construction of the improvements is anticipated to be completed during fiscal year 1997-98.

I. DESIGN STANDARDS

A. Introduction

The East Washington Boulevard Design Standards are crafted for the purpose of guiding the conservation, adaptive re-use, and enhancement of new and existing buildings within a fifteen block program area. The standards articulate the Redevelopment Agency's goals and basic design criteria for quality development and provide a framework for the Agency and City design review process. In other words, once a "project" has been submitted to City staff, the Agency will apply the Design Standards to the "project" to evaluate whether or not the project meets the Agency's revitalization program objectives and is eligible for funding through the proposed Agency Commercial Revitalization grant program.

The major content of the standards is the provision of practical guidelines for the restoration and rehabilitation of those buildings and storefronts which contribute to the distinct "urban" character of East Washington Boulevard. Recognizing that selective replacement of existing structures for public and other uses is inevitable, guidelines for new infill construction are included as well. Such new construction, when reflecting sensitive "urban" design, will contribute an additional dimension and important vitality to the character of the Boulevard.

Due to the extensive architectural variety along East Washington Boulevard, the Design Standards are, by specific intent, illustrative rather than prescriptive. They do not dissect every architectural influence or manifestation, nor do they attempt to prescribe specific, detailed ways to handle every type of alteration to the existing structures. They do, however, provide the Agency with a common framework for reviewing submissions and attaching conditions, if any, to project approvals. And, they convey to project developers the Agency's standards for what is considered quality development.

I DESIGN STANDARDS

B. Applicability

The East Washington Boulevard Design Standards apply to the area designated in the Program Area Map on page I-2. Generally, they apply to all property fronting on East Washington Boulevard, between National Boulevard on the west and Fairfax Avenue on the east.

C. Organization of the Standards

The Design Standards are specifically formulated for the type of building storefronts or facades in the Program Area. Standards are organized into four distinct sections. First, the standards look at how new construction can or cannot fit into the existing urbanized context of the area in the **INFILL DESIGN STANDARDS**. Various elements are discussed in this chapter such as site planning, street orientation, screening, parking orientation, and new building architecture.

Since it is the design and rehabilitation of storefronts which will predominate development activity along East Washington Boulevard, the **STOREFRONT DESIGN STANDARDS** are discussed in the second chapter. Elements discussed include prohibited materials, storefront proportions, entries, facade color, awnings, door and window design, canopies, and storefront accessories.

While the Storefront Design Standards protect the integrity of storefronts, the remainder of the building's facade is covered in the third chapter, **FACADE REHABILITATION STANDARDS**.

One of the most prominent elements of the East Washington Boulevard streetscene is signs. In Culver City, signs for properties in the non-residential zones are regulated by Article XVII.A. of the Zoning Code.

D. Infill Design Standards

The construction of new buildings within the East Washington Boulevard area is a valid tool for area revitalization. It is extremely important, however, that these new buildings relate harmoniously to the older buildings which surround them. Since these new buildings are often constructed on vacant lots, thus filling a "hole" in the street, they are called infill construction.

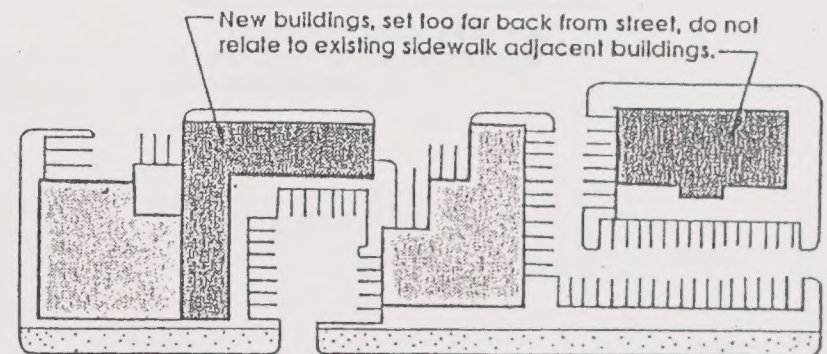
1. Site Planning Standards

a. Setbacks and "Build To" Lines

- *The building frontage, which must be parallel to and facing the commercial street, shall be permitted to be set back a maximum of one-third of the parcel depth, to a maximum of fifty (50) feet from the street frontage property line, whichever is smaller, along a maximum of forty (40) percent of its length, and an additional setback of a maximum of fifteen (15) feet from the street frontage property line along the additional sixty (60) percent of its length but only to accommodate urban amenities such as plazas, hardscape or landscape, public art, water fountains, benches, outdoor dining, and other pedestrian amenities.*
- *A minimum of fifty (50) percent of the building frontage above the first story or above sixteen (16) feet, whichever is less, shall be differentiated by recessed windows, balconies, offset planes, or other architectural details which provide dimensional relief.*
- *If it can be demonstrated by the project proponent that the above configuration causes undo hardship due to "special circumstances" or that the surrounding land*

uses will suffer due to the sidewalk adjacency, the Agency may approve variations to this guideline to fit with the existing setbacks of neighboring properties or to alleviate incompatible land use adjacency.

■ *Awnings, trellises and other accessory structures which are relatively open and do not restrict pedestrian or vehicular movement may project into the front right-of-way when proper permits have been secured.*

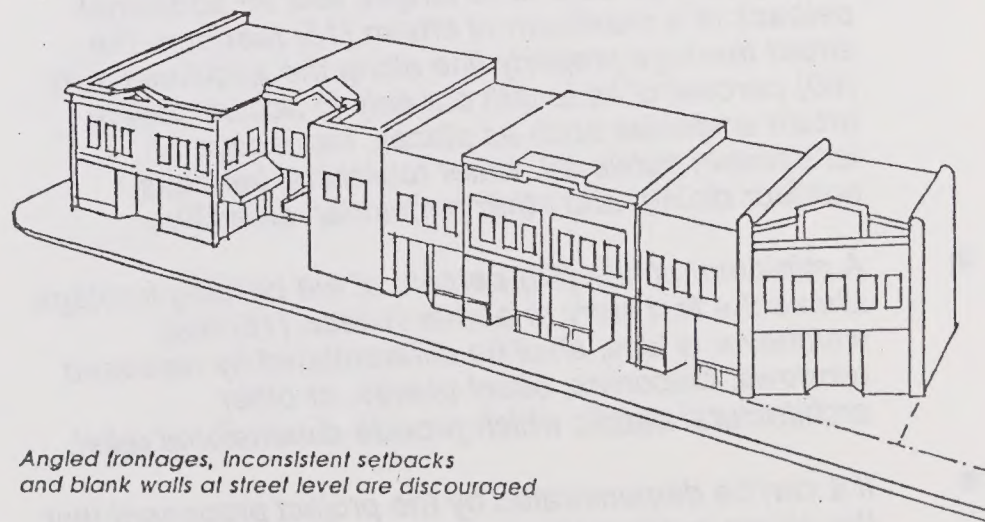
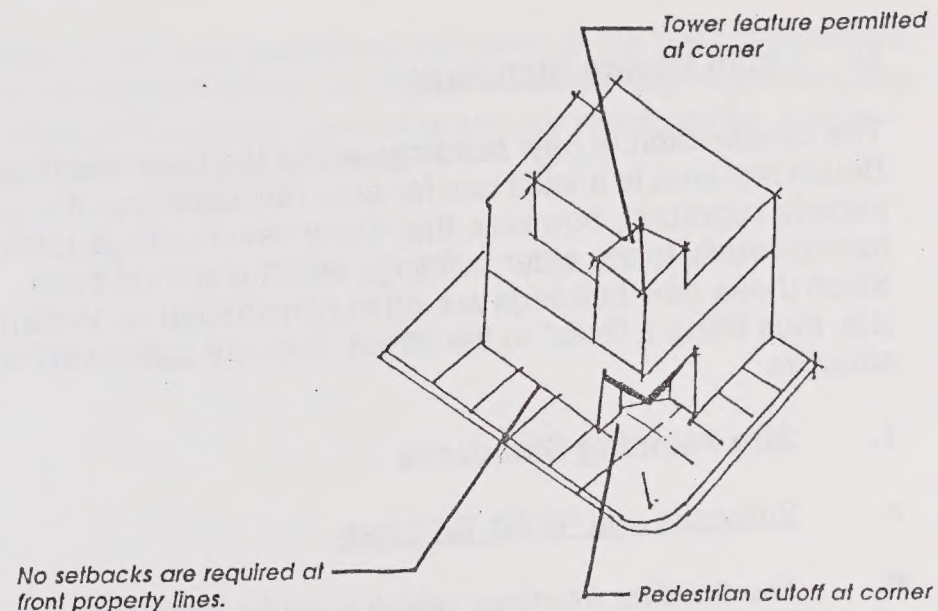


I DESIGN STANDARDS

- Any new infill building located at a corner intersection should incorporate architectural features at the ground floor which emphasize the importance of pedestrian movement. These features may include building cut-offs, walk-through covered arcades, trellis structures, and other elements which focus visual interest on the corners.
- New buildings are encouraged to set back the corner of buildings at the intersections to create pedestrian plazas as well as improve visual sight lines for vehicles. The corner setback minimum dimension shall be 10' from the corner property lines.

b. Street Orientation

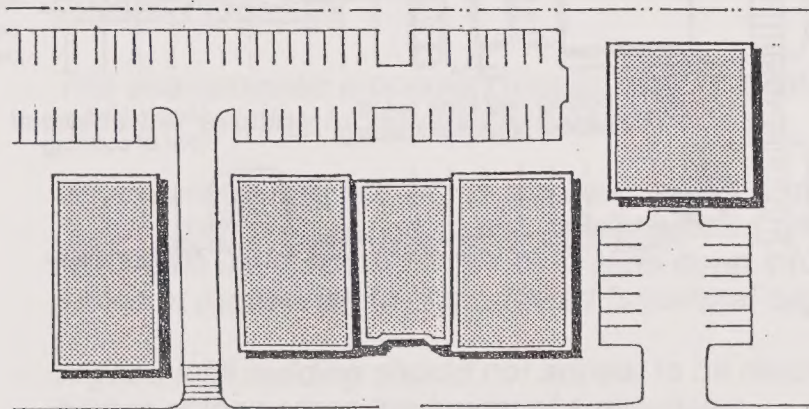
- The front building wall shall be oriented parallel to the street. Slight modifications will be allowed although entire frontages set on 45 degree or more angle to Washington Boulevard are not consistent with current development patterns.
- Major pedestrian access for all buildings shall be oriented to Washington Boulevard or the side street upon which it is located. Secondary rear pedestrian entries are encouraged.



c. Parking Orientation

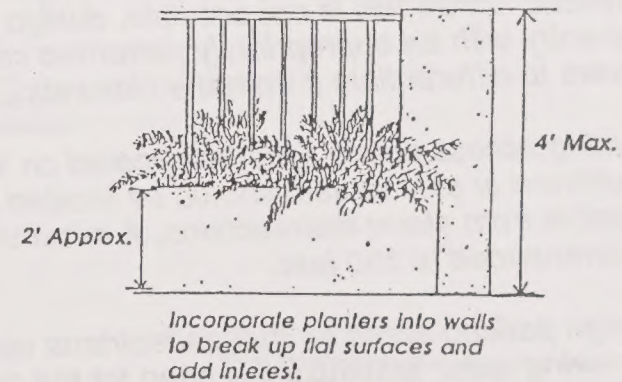
- *Parking lots and any future parking structures shall be located as much as possible to the rear or underneath buildings.*
- *Locating all required parking between the front property line and the primary building storefront/entry is specifically prohibited.*
- *Vehicular entry points to parking lots shall receive special paving accents where the drive crosses the public sidewalk.*

- *Off-street parking facilities shall be designed so that a car within a facility will not have to enter a street to move from one location to any other location within the same parking facility.*
- *Private parking lots with Washington Boulevard frontage, for which there are no current infill construction plans, shall be attractively landscaped in order to continue the linear street frontage created by the buildings, and to screen parked vehicles. The Standards for screen wall design are shown on this page.*



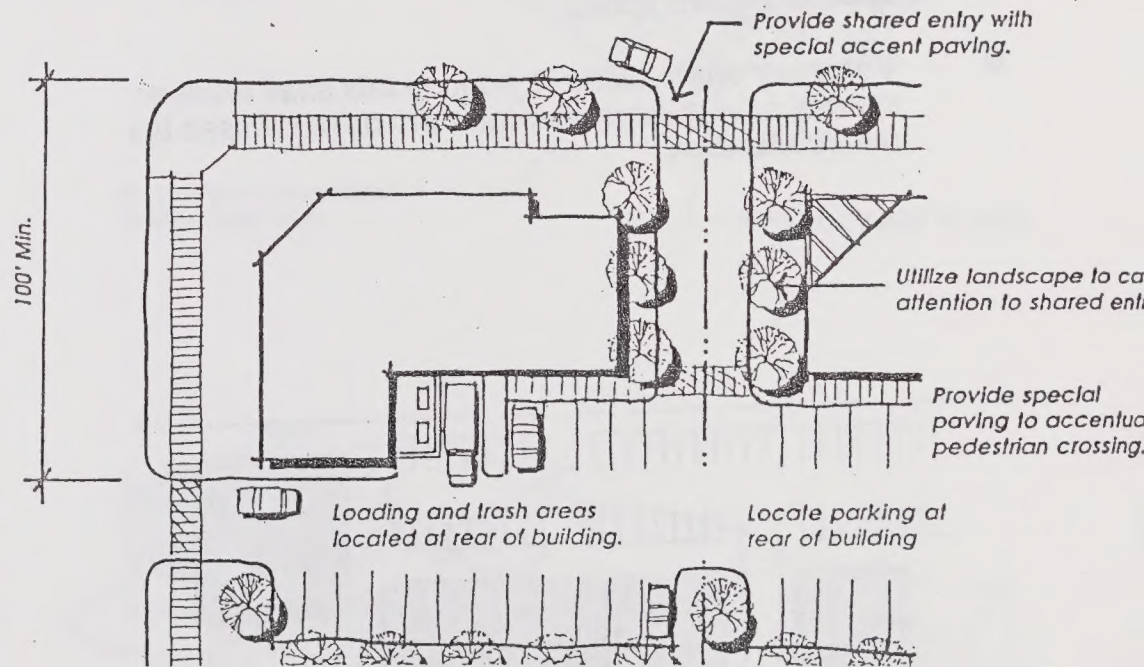
Locate front of building adjacent to sidewalk with parking at rear

Do not set building back from sidewalk with parking in front



I DESIGN STANDARDS

- Common driveways which provide vehicular access to more than one site are encouraged.
- Parking areas shall be landscaped, receiving interior as well as perimeter treatment.
- Parking areas shall be separated from buildings by either a raised concrete walkway or landscaped strip, preferably both. Parking spaces which directly abut the building are prohibited.
- Shared parking between adjacent businesses and/or developments is encouraged where practical.
- Where parking areas are connected, interior circulation should allow for a similar direction of travel to reduce conflict at points of connection.
- Whenever possible, locate site entries on side streets or alleys in order to minimize pedestrian/vehicular conflicts. When this is not possible, design the front site entry with an appropriately patterned concrete or pavers to differentiate it from the sidewalk.
- Parking access points, whether located on Washington Boulevard or side streets should be located as far as possible from street intersections. A minimum distance recommended is 100 feet.
- Design parking areas so that pedestrians walk parallel to moving cars. Minimize the need for the pedestrian to cross parking aisles.
- Design of parking lots should provide a distinctive and coherent pedestrian circulation system between parked cars and the building.



2. Building Architecture

The design of an infill building, particularly its front facade, should be designed by the other facades on the street. It should "grow" out of them. Although infill rooflines may vary in height, they should maintain the rhythm of the existing facades to the greatest extent possible.

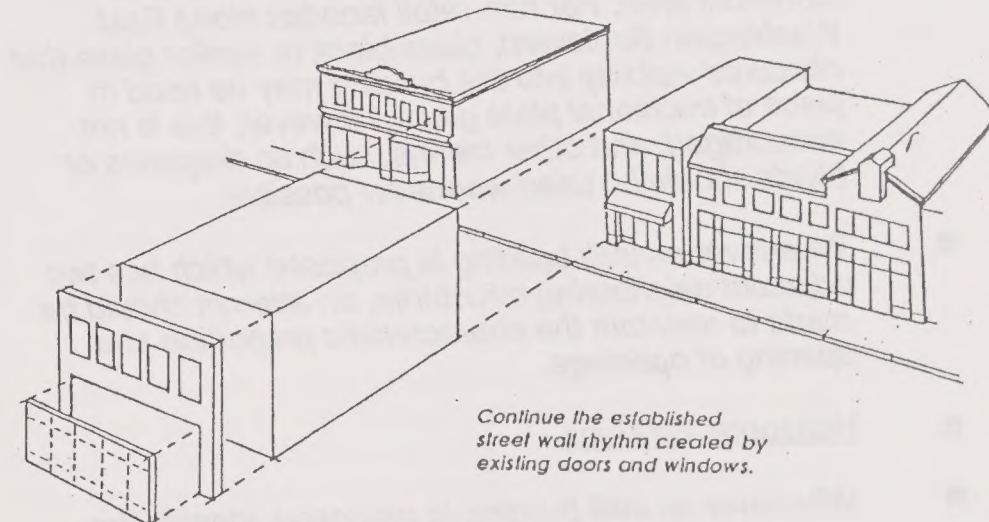
The new design should not, however, duplicate the design of neighboring facades. Rather, it should be a compatible, contemporary design influenced by its surroundings ... a blend of new and old.

Since good infill design responds directly to its surroundings, it is not possible to develop specific guidelines which apply to all cases. There are, however, several general ideas which should govern the visual ties between an infill building and its neighbors.

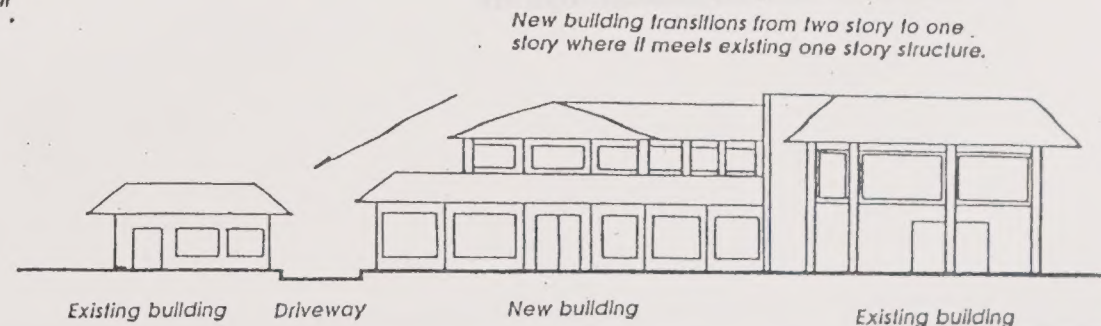
a. Facade Proportion

- *The characteristic proportion (relationship of height to width) of existing facades should be respected.*
- *Whenever an infill building is proposed which is much "wider" than the existing characteristic facades on the street, the infill facade should be broken down into a series of appropriately proportioned "structural bays".*
- *A good infill building should not appear to be much higher or lower than the height of surrounding structures.*

- *New development height should "transition" from the height of adjacent development to the maximum height of the proposed building.*



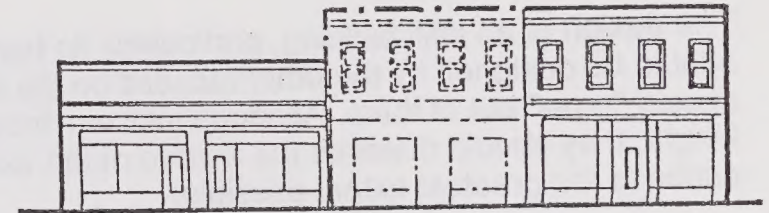
Structural bay proportionate to adjacent buildings



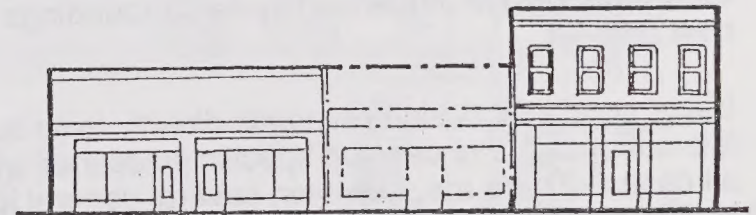
I DESIGN STANDARDS

b. Proportion of Openings

- *Maintain the predominant difference between upper story openings and the storefront, or street level openings (windows and doors). There should be a much greater transparent or glazed open area at the storefront level. For non-retail facades along East Washington Boulevard, glass block or similar glass that obscures visibility into the building may be used in place of traditional plate glass. However, this is not encouraged, and other means, such as draperies or blinds should be used whenever possible.*
- *Whenever an infill building is proposed which has two adjacent neighboring structures, an attempt should be made to maintain the characteristic proportion and spacing of openings.*



Two story infill



One story infill

c. Horizontal Rhythms

- *Whenever an infill building is proposed, identify the common horizontal elements found among neighboring structures and develop the infill design utilizing a similar rhythm.*
- *If maintaining horizontal rhythms in an infill building is very difficult or otherwise impossible, the use of canopies or awnings is strongly encouraged to establish a shared facade rhythm.*

d. Color Palette

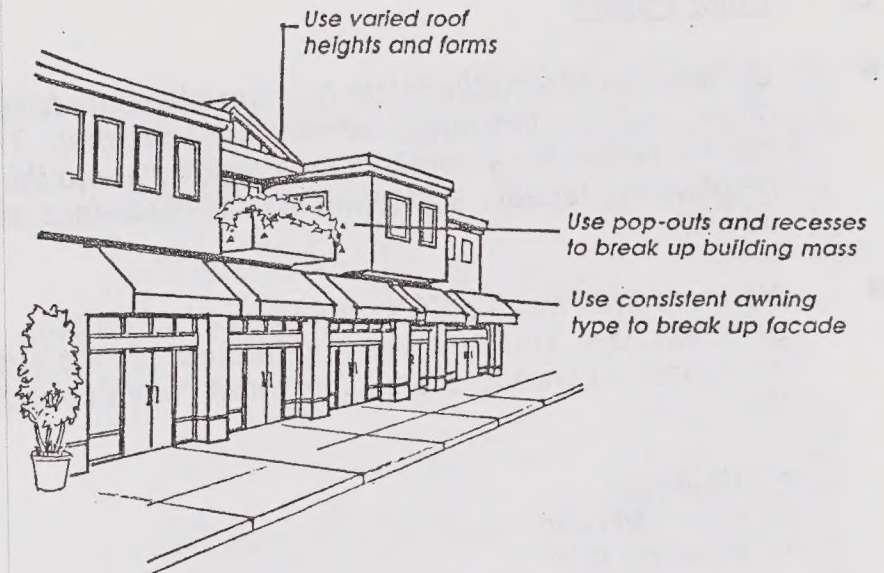
- Colors should visually relate building elements to each other, and also individual facades to each other. The colors chosen for a new facade should relate to the neighboring facade, and to the overall block-face as a whole.
- No more than three colors should be used on any given facade. This includes any "natural" colors such as unpainted brick or stone. The three colors constitute the:
 - Base color
 - Major trim color
 - Minor trim color
- When the base color is a natural material (except concrete), the major trim color should relate to the natural material color. When the wall surface is painted, the trim color should complement the base color. Use of the same major trim color on the upper facade and on the storefront is recommended to visually tie the facade together. Avoid the use of bright (neon, day-glo) colors.
- If the minor trim is a third color, it should strengthen the color scheme already established by the base and major trim colors. In most cases, then two colors are used on trim. The minor trim color should be a darker shade of the major trim color.
- The larger and plainer the building, the more subtle (i.e., neutral) the base color should be.

- Avoid intense hues of color, large areas of white, or colors that are in sharp contrast with colors found on adjacent buildings.

I DESIGN STANDARDS

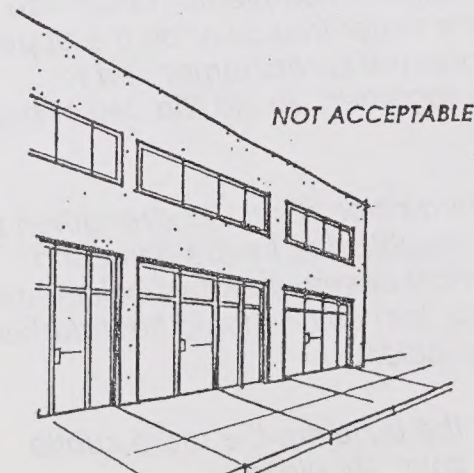
e. Wall Articulation

- *Divide long unarticulated street wall facades into horizontal bays with a maximum 35' width. This subdivision of the wall plane establishes a rhythm similar to existing buildings along East Washington Boulevard.*
- *The bays shall be expressed at both the ground level and second story.*
- *Monolithic street wall facades shall be broken by vertical and horizontal articulation; offsets in the surfaces of the wall, the location of window and door openings, and the location of appropriate balconies, awnings and canopies.*
- *The scale of building elements on the lower facade shall relate to the pedestrian scale. This can be achieved in a number of ways including: using smaller panes of glass in windows; small scaled materials such as tile or glass block; integration of canopies and awnings; attention to the height and width of entries; choice of colors and textures to reinforce an intimate pedestrian scale; and careful sizing, placement, and overall design of signage.*
- *Building facades which abut customer parking lots shall provide the same level of architectural detail as the front facade of the building.*



ACCEPTABLE

Use a variety of architectural elements to create visual interest and reinforce pedestrian scale.

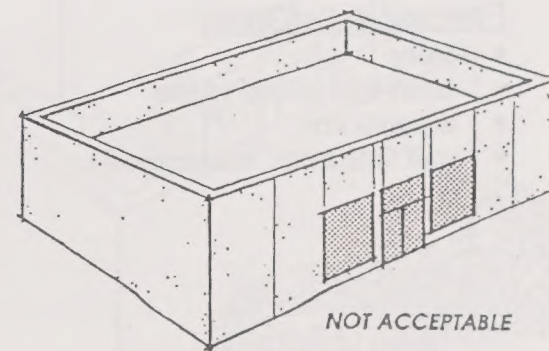
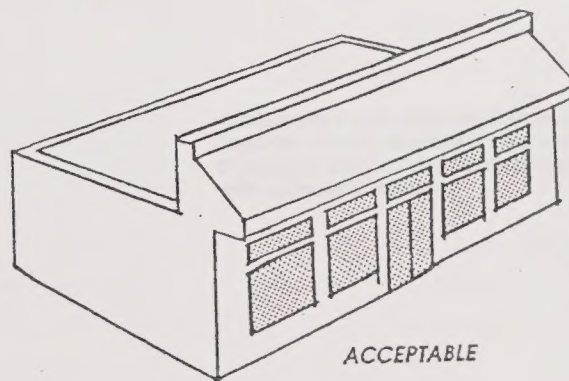


NOT ACCEPTABLE

Without architectural variations building appears flat, monotonous and "box-like"

f. Roofs

- *Roofs shall be flat or sloped with a decorative cornice detail. Small sections of shed roof are permissible when compatible with the overall style of the building.*
- *Design of roofs shall consider the roof lines of buildings on adjacent properties to avoid clashes in style and materials.*
- *The roof form should be designed in conjunction with the mass and facade under it, so that the building and its roof, form a consistent, integrated composition.*
- *The roof shall be designed to screen rooftop equipment.*
- *Radical roof pitches which create overly prominent or out-of-character building shapes such as A-frames, geodesic domes, or chalet style buildings shall be prohibited.*



g. Material Palette

- *Building materials used on infill buildings along East Washington Boulevard are to be consistent with the materials used on the significant adjacent buildings. A brief list of the primary recommended building materials for infill construction is included below:*

1) Recommended Materials

Building Walls

- clear glass, glass block, tinted glass
- concrete, plaster or stucco (lightly troweled or sand finish)
- brick
- cut or carved stone
- baked enamel metal panels
- ceramic tile

Roofs (where visible)

- flat concrete or clay tiles
- standing seam metal roofs (not batten)
- crushed stone
- slate
- architectural composition shingles (residential structures)

Fences/Walls/Gates

- stone
- block with stucco veneer
- wrought iron
- split face block, slumpstone

2) Prohibited Materials

Building Walls

- reflective or opaque glass
- imitation stone, concrete brick, or flagstone veneer
- rough sawn or "natural" wood
- used brick with no fired face (salvaged from interior walls)
- "New" used brick

Roofs (where visible)

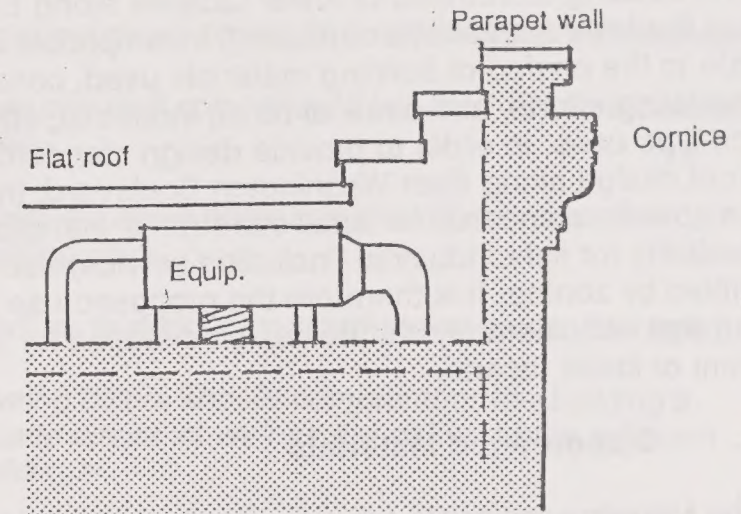
- exposed corrugated metal or plastic
- wood shake
- brightly colored tile (orange, blue, etc.)
- rolled composition

Fences/Walls/Gates

- concrete block, whether colored or unfinished
- rough sawn or natural wood

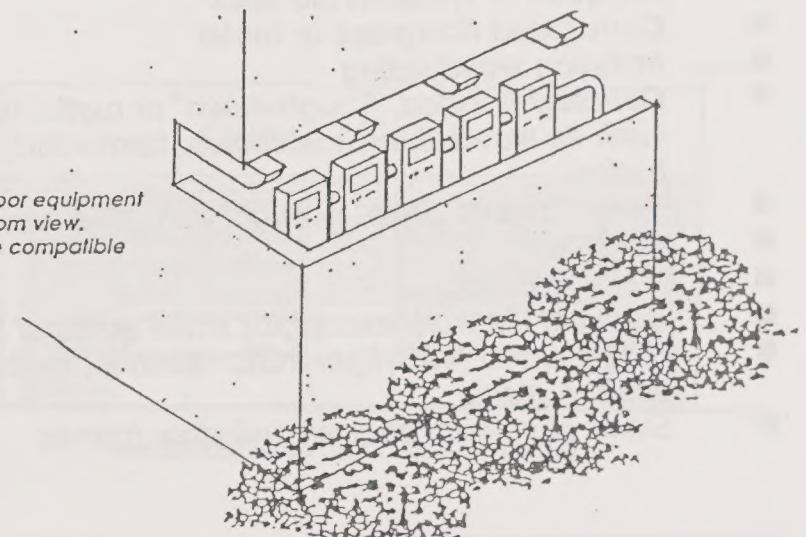
h. Mechanical Equipment Screening

- Any mechanical or utility equipment, whether on the roof, side of building, or ground, shall be screened. The method of screening shall be architecturally compatible with the building in terms of materials, color, shape, and size.
- Whenever possible, screening shall be accomplished by primary building elements (i.e. parapet wall, wing wall) instead of after-the-fact add-on screening.
- Screening for outdoor storage at the rear of building sites shall be a minimum of 6' and a maximum of 9' high. The height should be determined by the height of the material or equipment being screened. Exterior storage should be confined to portions of the site least visible to public view.
- Where screening is required, a combination of elements should be used including solid masonry walls and landscaping.



Rooftop screening - Parapet wall

Utility meters and other outdoor equipment must be suitably screened from view. Screening devices should be compatible with adjacent structures.



E. Storefront Design

The building storefronts or lower facades along East Washington Boulevard present a confusing, incompatible appearance due to the myriad of building materials used, considerable remodeling efforts, and a mix of retail, industrial, office, and service-type uses. In order to provide design standards for storefront design along East Washington Boulevard, there needs to be specific standards for retail storefronts with allowances and flexibility for light industrial (including service) users where permitted by zoning. It is therefore the proposed use of the building that will ultimately dictate design direction for the storefront or lower facade.

1. Discouraged Materials

The following materials are strongly discouraged for use on the building face because they are deemed to be inappropriate to the urban character of East Washington Boulevard:

- *Imitation "rock work" of any kind*
- *Imitation masonry of any kind*
- *Antiqued or imitation old brick*
- *Corrugated fiberglass or metal*
- *Imitation wood siding*
- *Coarsely finished, "rough-sawn" or rustic materials such as wood shakes, shingles, barnwood, board and batten,*
- *"New Orleans Style" wrought iron grille and rail work*
- *Astro-turf*
- *Metal Awnings*
- *Ceramic tile work except for small areas of trim*
- *Highly tinted (45% light transmission), reflective, or opaque glass*
- *Silver aluminum door and window frames*

Reduce sign to be consistent
In size and placement with
other neighboring signs

Remove aluminum veneer
Pop out windows on second floor
Add canvas shed awnings



EXISTING
CONDITION

Remove stuck-on
rock veneer

Replace wood cover-ups
with plate glass windows

Aluminum veneer removed and
replaced with traditional materials

Windows popped out on second floor
canvas awnings add to windows



ACCEPTABLE
DESIGN

Rock veneer removed
Pilings replaced
to frame building

Appropriate size and location of sign

Wood panels replaced
with plate glass windows

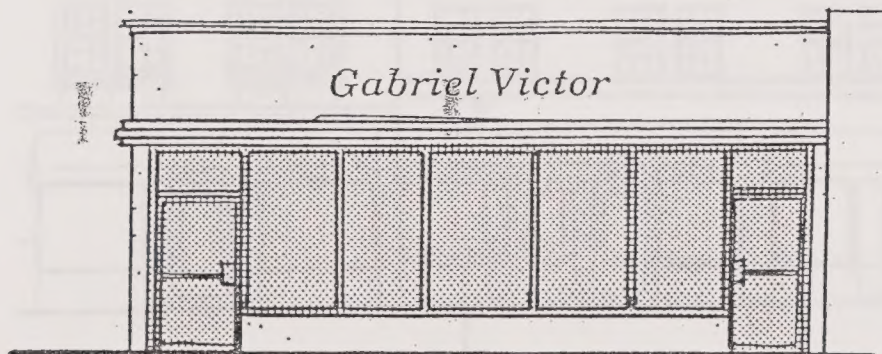
2. Storefront Proportions

For purposes of these standards, the storefront proportions are expressed in terms of percentage of glass area (void to percentage of solid or opaque wall area (solid).

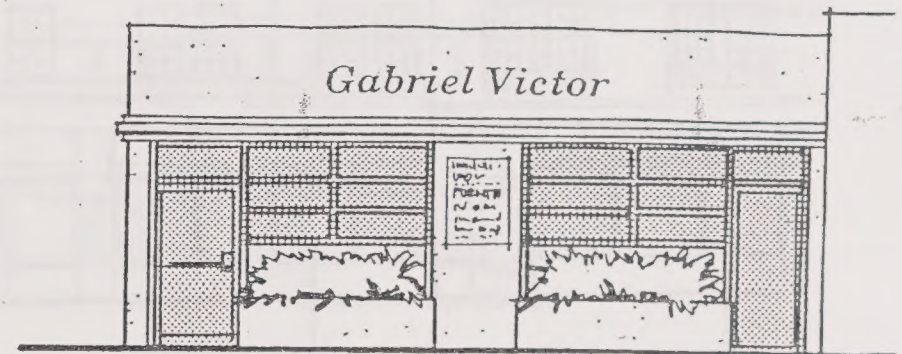
- For commercial retail storefronts, a minimum of 50% of the front facade shall be glass area.
- For light industrial or office buildings, the storefront walls shall be treated to effectively break up a flat, single-face appearance through varying building materials, building planes, articulation of walls, windows, projections, or other City-approved building elements. The use of double pane windows or other methods of sound attenuation are encouraged to promote the use of window features.

3. Storefront Color

- *Light, subdued, or neutral wall colors are encouraged.*
- *Only one wall color should be used above storefront level.*
- *Window frames and sash should complement main building color.*
- *Medium to dark color wood stains are encouraged.*
- *Awning colors should complement the building's facade colors as well as the colors of the adjacent buildings.*



Retail/Commercial 50% Window (Void)



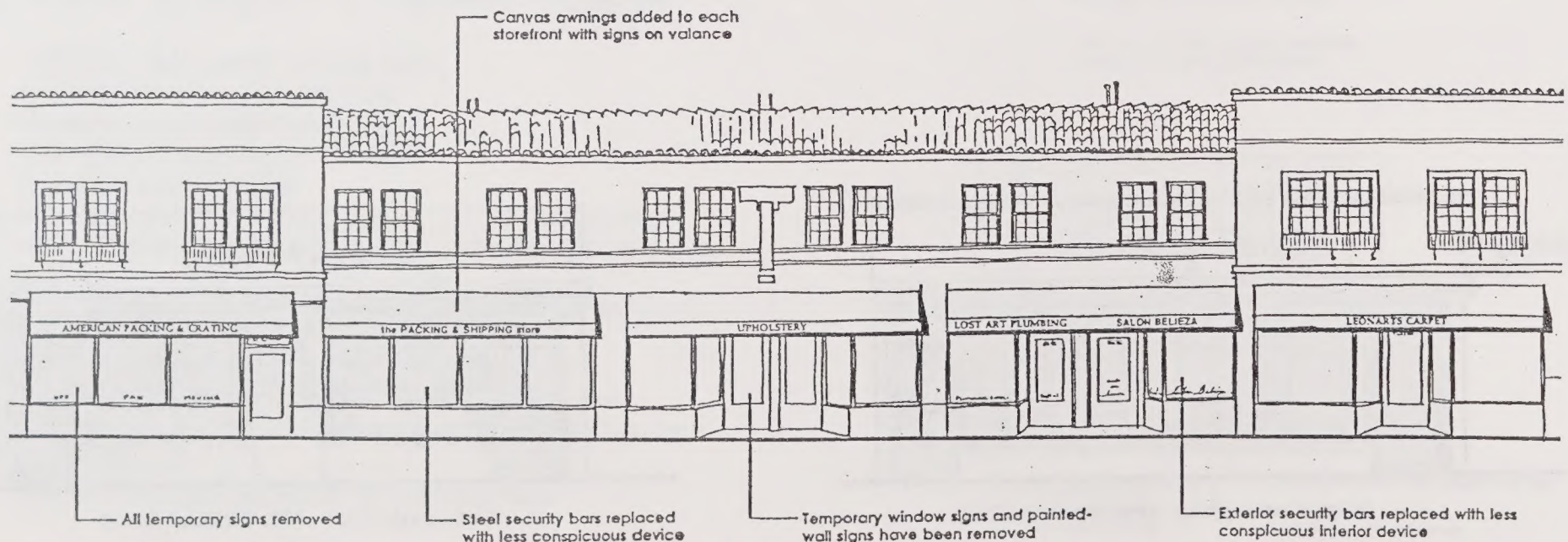
Industrial/Office 30% Window (Void)

4. Awnings

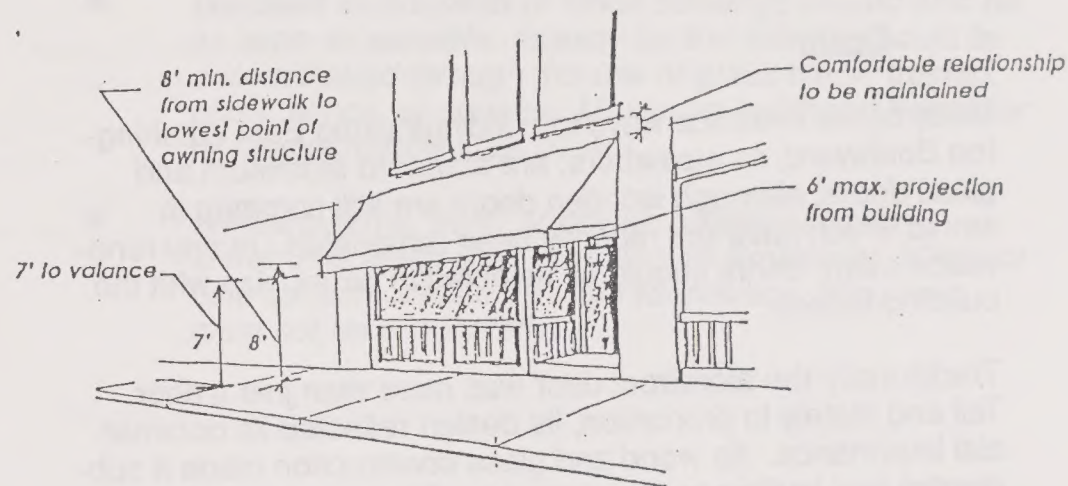
Awnings can play a special role in bringing visual harmony back to East Washington Boulevard. Visually unrelated upper facades and lower storefronts present a common visual problem. The careful addition of an appropriate awning can create a pleasant transition between the two, thus minimizing undesirable visual contrast. In such cases, the color and pattern of the awning should be carefully chosen to tie the two basic facade elements together.

- *Where the facade is divided into distinct bays or sections by vertical architectural elements, awnings shall be placed within the elements rather than overlapping them. The awning design should respond to the scale, proportion and rhythm created by these elements.*

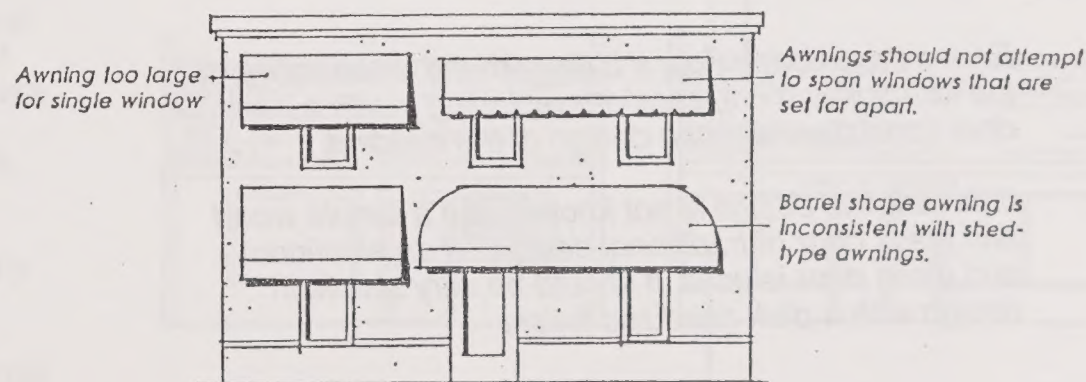
- *Awnings should have a single color or two-color stripes. Lettering and trim of other compatible colors are appropriate.*
- *When there are several businesses in one building all awnings, must be coordinated in color, trim, and form. Awnings may have simple signs on the valance that may vary in type style and color to differentiate the individual businesses within the building.*
- *Aluminum awnings or canopies generally detract from a quality character and are not allowed. If a flat canopy exists, it can be dressed up with a 12- to 24-inch awning (cloth) valance.*



- Minimum height of awnings shall be 8'-0" from the lowest point to the sidewalk and shall not project more than 6'-0" out from the face of the structure. (The 6'-0" dimension must be diminished when tree plantings and other obstacles dictate.)
- The highest point of a first-floor awning shall not be higher than the midpoint of the space between the second story window sills and the top of the first floor storefront window, awning, canopy, or transom. This attachment should leave a comfortable space between awning and architectural elements which comprise the building.
- Care should be taken so that the awnings do not obstruct the views to adjacent businesses.
- Awnings shall be well-maintained, washed regularly, and replaced when faded or torn.



RECOMMENDED



NOT RECOMMENDED

5. Door and Window Design

a. Doors

Many of the entrance ways to buildings along East Washington Boulevard, as elsewhere, are standard aluminum and glass doors, although wooden doors are still common in stores which have not recently been remodeled. In any renovation effort, doors should be selected to harmonize with the building facade.

Traditionally the storefront door was more than just a door. Tall and stately in proportion, its design reflected its commercial importance. Its wood and glass construction made it substantial and inviting to the customer. Other storefront doors (usually leading to upper floors) were similar in appearance but less impressive than the main entry door.

The storefront entry should play a similar role today. The customer should be invited into the store by a pleasant entry. The following general concepts should guide the design of doors.

- *Reuse the existing door if it fits with the architecture of the structure. If not, consider replacing it with a new door consistent with the design of the building.*
- *If the original design is not known, use a simple wood and glass door of traditional design. If an aluminum and glass door is used, it should be very simple in design with a dark anodized finish.*

- *Make the door special with simple details such as a handsome brass door pull, brass kickplate or an attractive painted sign.*
- *Avoid inappropriately decorated doors. Simulated historic or highly decorated contemporary doors look out of place in retail or industrial buildings.*
- *Entrances to each individual building (even when one business has expanded to include several buildings) should be retained. The rhythm of entrances is important to the sidewalk character of the street.*
- *Doors to retail shops should have a high percentage of glass. Even for industrial buildings, glass doors with blinds, or with glass that obscures views to the interior are encouraged over solid, blank doors.*

b. Windows

The use of windows as an architectural element is of critical importance to storefront design. Windows create a visual rhythm of building openings, as well as a visual image of the retail interior. The primary function of glass should be to encourage visibility to the display area or building interior, especially for display windows and other windows at the ground floor level.

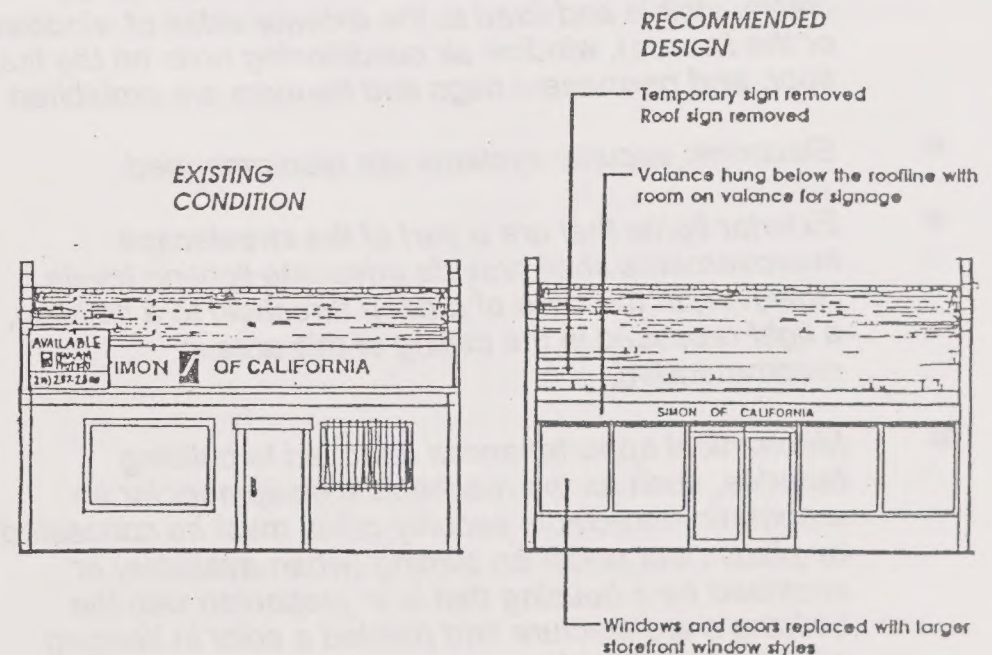
The windows of retail stores vary in size and shape depending on the nature of the business as well as the architectural style of the building. When considering new window fenestration, it is important to relate the proposed design to the facade theme of the whole block. A "package-design" used to portray a corporate image as in the case of many large national franchised stores often does not fit the existing street theme. Likewise, colonial-style windows with small frames, however attractive, can disrupt the continuity of a block facade which is entirely composed of large plate glass windows.

■ *Use only clear glass (88% light transmission) for first floor windows. Tinted glass allowing a minimum of 50% light transmission will be considered only for use in second floor windows and above and on an individual case basis. The use of reflective glass is prohibited on the first floor.*

■ *Retail storefront windows should be as large as possible and no closer than 18" from the ground. By limiting the bulkhead height, the visibility to the storefront displays and retail interior is maximized. **Maximum** bulkhead heights for new construction shall be 36". Existing buildings are encouraged to retrofit to these heights.*

■ *Windows in industrial or office buildings should also be as large as possible. Privacy for the interior should be accomplished through the use of glass block, frosted glass, blinds, or curtains. Maximum bulkhead height for new construction shall be 48".*

■ *Where taverns, bars, or private offices occur in storefronts along East Washington Boulevard, blinds or cafe curtains should be used for privacy. Windows must not be eliminated.*



I DESIGN STANDARDS

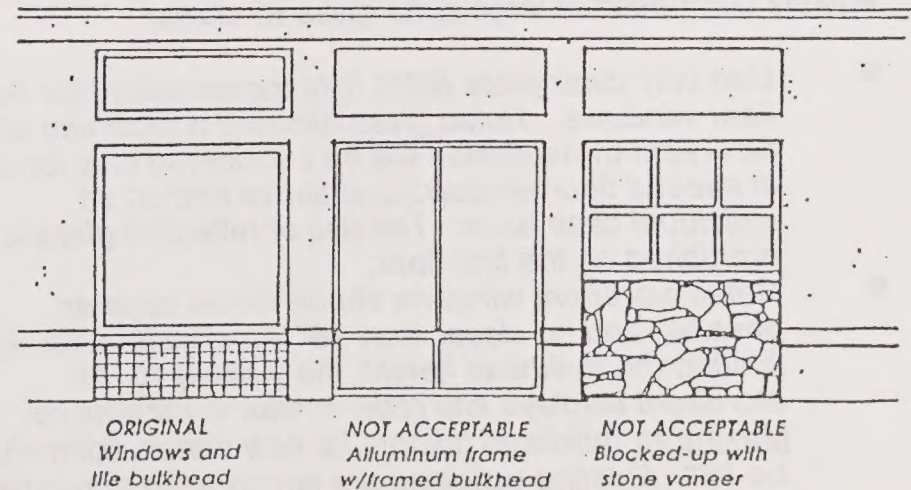
- Discourage introducing or changing the location or size of windows or other openings that alter the architectural character of the building except to further enhance and compliment other guidelines contained herein.
- Discourage replacing window and door features with incompatible materials such as anodized aluminum or heavily tinted glass.

6. Storefront Accessories

The following guidelines should be considered for storefront accessories:

- Permanent exterior security bars (defined as those clearly visible and fixed to the exterior sides of windows or the facade), window air conditioning units on the first floor, and permanent flags and banners are prohibited.
- Electronic security systems are recommended.
- Exterior lights that are a part of the streetscape improvements shall provide adequate lighting levels. However, in the case of a deep threshold to a building, a light recessed in the ceiling of this area is recommended.
- Mechanical appurtenances attached to building facades, such as the mechanical equipment for an automatic retractable security grille, must be concealed by placement under an awning (when available) or enclosed by a housing that is in proportion with the building's architecture and painted a color in keeping with the facade colors.

- Where transom windows exist, every effort shall be made to retain this storefront feature.
- If the ceiling inside the structure has been lowered, the ceiling should be sloped up 2-3 feet to meet the transom.
- The original bulkhead material should always be retained, maintained or uncovered when possible.
- Newer storefronts can have simplified bulkheads in similar or smooth materials. All glass bulkheads that retain an aluminum horizontal framing bar at their top are prohibited.



F. Facade Rehabilitation Standards

When considering the renovation of an existing building along East Washington Boulevard, the Facade Renovation Concepts in Chapter III of this report should be reviewed. These prototypes promote a diversity of design choices for "adding to" or modifying an existing structure. The prototypes in Chapter III do not promote stylizing a building; rather, they promote removing all past inconsistent modifications and employing a contemporary renovation approach. The following guidelines, together with those of the previous Storefront Design Standards, are provided for direction.

1. Window Replacement

If a window has deteriorated beyond repair or is missing, the replacement should match the original window. Replacement windows should always fill the entire opening and duplicate the original patterns. For example, a double hung sash window should not be replaced by a single fixed pane of glass. Avoid the use of windows and shutters that are not in keeping with the style of the building.

If possible, match the material as well as the design of the original windows. Standard wood windows are relatively easy to buy or have made. They may not be as expensive as one might think, averaging between \$100 and \$350 each. More unusual styles can be custom ordered.

2. Door Replacement

Each storefront has a door or pair of doors that provide entrance into the place of business. The traditional entrance door was made of wood with a large glass panel. Every effort should be made to maintain and repair an original door, if possible.

Many original doors have been replaced by standard aluminum frame commercial doors. Although lacking in historical character, they are generally unobtrusive. Aluminum doors and storefronts can be made more compatible by painting them a dark color. An exposed aluminum surface must be cleaned and prepared for a zinc chromate primer or metal primer, followed by appropriate finish coats as recommended by the primer manufacturer. New aluminum should be exposed to weather for at least two months before painting.

If a door is to be replaced there are three basic options:

- *Have a new door built with the same design and proportions as the original.*
- *Find a manufactured wooden or steel door that resembles the traditional door.*
- *Use a standard aluminum commercial door with wide stiles and a dark anodized or baked enamel finish.*

Do not use doors decorated with moldings, cross bucks or window grills. These doors are more residential in character and can look out of place on the Boulevard's commercial buildings.

3. Selection of Building Materials

Contemporary materials which have characteristics similar to traditional materials can be appropriately used in facade rehabilitation. In general, they should have a smooth texture with a satin or flat finish and a color which enhances the traditional character of the facade. Their profile should be similar to the profile of the traditional material they replace. High gloss materials such as opaque glass and porcelain enamel should be used only within the storefront opening.

Some contemporary materials are often used to apply "shopping mall" style facades over the rich character of older buildings. Materials such as cedar shakes, textured plywood, stone veneer, log paneling, stucco veneer, and plastic are not appropriate for use on the East Washington Boulevard facades for three reasons. First, these materials often attempt to create a theme which conflicts with the traditional character of the Boulevard. Instead, only materials which reinforce the traditional character should be used. Second, these materials are not of a quality - in terms of durability, finish and appearance - that is necessary to establish the image of quality and stability that is being encouraged for East Washington Boulevard. Third, these materials often detract from the character of the storefront and the facade. They create a confused and cluttered appearance instead of reinforcing the traditional character of the facade.

4. Removal of Unsightly Utilities

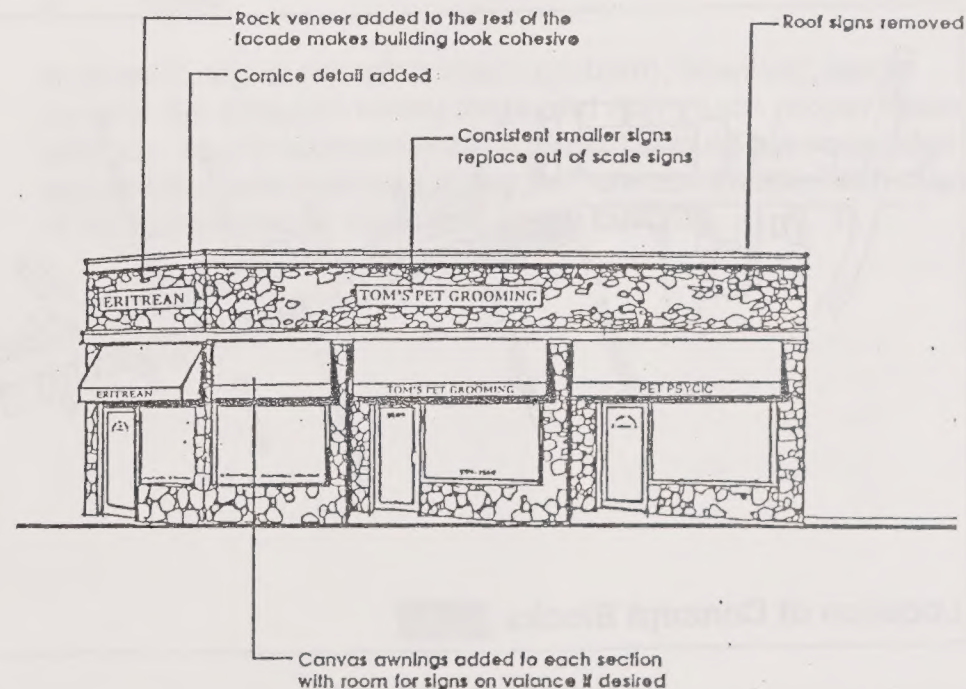
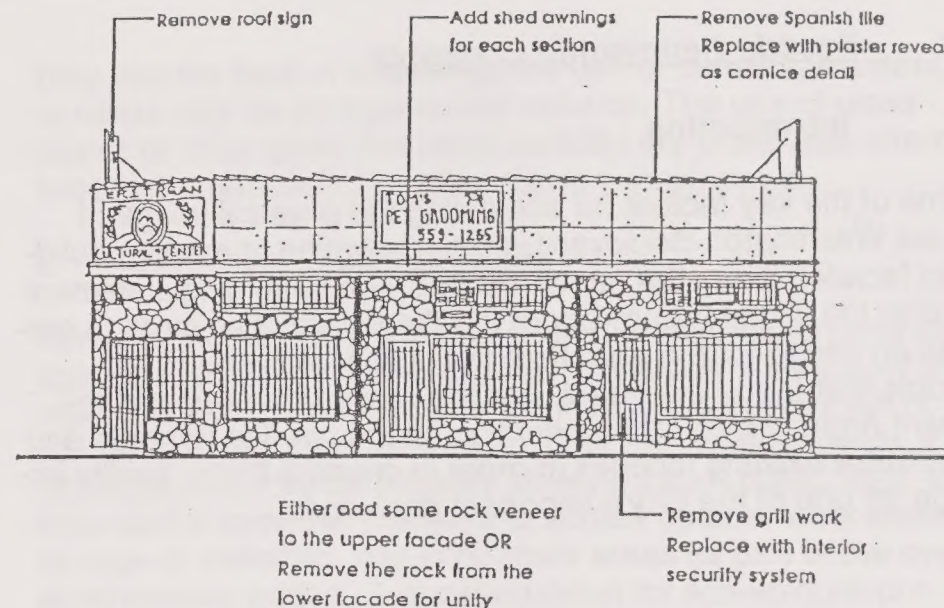
Any exterior plumbing, electrical lines or other utilities on any facade in public view shall be relocated or enclosed.

Unsightly electrical service entries shall be relocated or rehabilitated.

Whenever possible, locate AC units on roof areas behind parapet walls and with adequate screening; in narrow light wells; or in other areas of buildings not affording visual access from public areas.

5. Removal of Elements Inconsistent with Original Facade

Existing building elements incompatible with the original facade design of the building shall be removed. These include: security grilles, overdone exterior embellishments, and 'modernized' facades using such elements as metal grilles or rusticated materials. The facade will then be remodeled or restored to reflect its original appearance. The remodeling/restoration will stress the conservation of the stylistic features of the original building.



I DESIGN STANDARDS

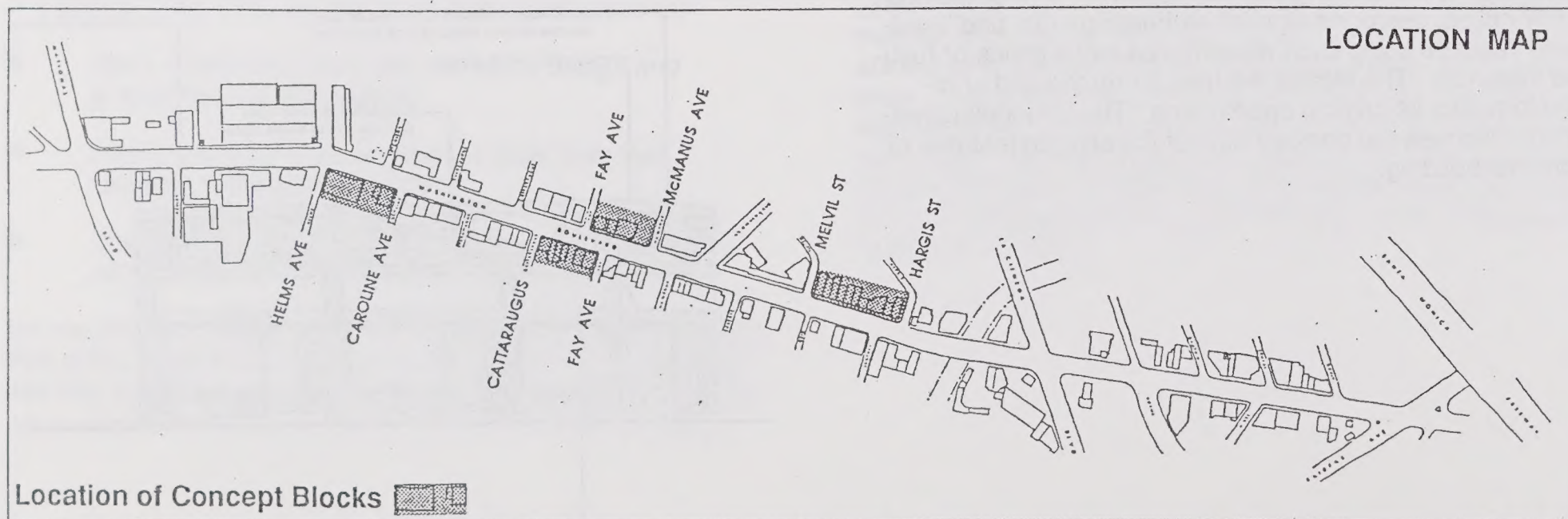
G. Facade Renovation Concepts

1. Introduction

One of the key factors for enhancing the physical image of East Washington Boulevard is the renovation of existing building facades along the street. Probably no other single element within the visual framework of the Boulevard does more to create an image for the area than the quality of the building fronts that frame the street. For this reason, the Redevelopment Agency is focusing attention on the need to upgrade and revitalize existing facades in order to create a better quality image for one of the City's important gateways.

The purpose of the Facade Renovation Concepts is two fold. First, they provide examples of how the building facades along four specific blocks (see Location Map below). of East Washington Boulevard might be renovated to provide a more harmonious and up-to-date look. The second purpose of the Facade Renovation Concepts is to serve as a palette of renovation techniques that can be similarly applied to other typical facades throughout the Program Area.

Any property or business owner who is contemplating improvements to a front facade along East Washington Boulevard should consult the recommendations of this section together with requirements of the Design Standards presented in the previous section. The Redevelopment Agency staff will utilize the Facade Renovation Concepts in their review of projects submitted to them. The Concepts provide basic design principles which must be followed whenever appropriate.



2. Important Issues

The buildings along East Washington Boulevard are not unlike those in many other similar areas that were developed about the same time throughout Southern California. Today, many of these areas suffer from the same problems. It is important to identify and understand these problems in order to avoid similar circumstances in the future.

a. Inappropriate Materials

Most commercial corridors with buildings the age and character of those along East Washington Boulevard suffer a common malady known as the "trendy remodel". In an effort to update and "modernize" the appearance their buildings, many owners selected materials and designs that were popular at the time (e.g. rough sawn wood, rock veneer, aluminum siding) but which later became passe and today gives the buildings an out-of-date look. It is important to recognize the fact that trends that are popular today will probably not be popular soon after and should therefore be avoided in favor of a more simple (i.e. less decorative) approach. Use contemporary materials but avoid fads in styles, colors, and materials.

b. Windows and Doors

Over time, as many of the buildings along the Boulevard changed from traditional retail uses to office, light manufacturing, and service/repair type uses, their doors and windows were removed or boarded up to block the view to the inside of the building. In some areas, this has resulted in a very monotonous, blank street frontage that makes many of the buildings appear unoccupied. This situation creates an appearance of abandonment throughout the area and contributes to an overall negative image. When it is necessary to reduce visi-

bility into the front of a building, the use of curtains, shutters, or blinds may be an appropriate solution. The use of glass blocks or other glass that limits visibility are preferable alternatives to the removal of existing doors and windows.

c. Screening of Outdoor Uses

The presence of many outdoor uses (i.e. auto repair) and storage areas creates a cluttered and inappropriate image for the area. It is inevitable that some of these types of uses will occur along Washington Boulevard; however, when they do, it is important that they be properly screened from public view. It is important to consider the need to screen outdoor work areas, storage of materials, and equipment areas as part of the overall renovation project. A standard detail for screening is provided in the Design Standards section page II-6.

d. Signs

In general, signs are not a major problem; however, some signs in the area are overly large and many lack proper maintenance. Any facade renovation project should also consider appropriate new business signs that are compatible with overall design character and scale of the building.

I DESIGN STANDARDS

e. Building Maintenance

While it is difficult to control the level of building maintenance through the incorporation of design standards and renovation guidelines, it is important to note that the general exterior maintenance of buildings, or lack of it, plays a key role in the overall image of an area. Along East Washington Boulevard, a general lack of building and landscaping maintenance is in evidence. In order to help reduce this problem in the future, whenever a facade renovation project is contemplated, the durability of materials and their ease of maintenance should be taken into consideration. However, ease of maintenance should not be the overriding consideration. Quality, style, and compatibility must also be considered.

3. Elements of the Renovation Approach

The illustrations on the following pages provide examples of how the various Design Standards in the previous section might be applied to existing building facades in four specific blocks within the Program Area.

When considering a facade renovation project, it is important to keep the following general design parameters in mind as they provide the basic elements, or objectives for the East Washington Boulevard renovation approach.

- a. Existing facade materials and design elements that are out-of-date or inconsistent with the original building because of a previous remodeling effort should be removed. If appropriate, replace with compatible materials.

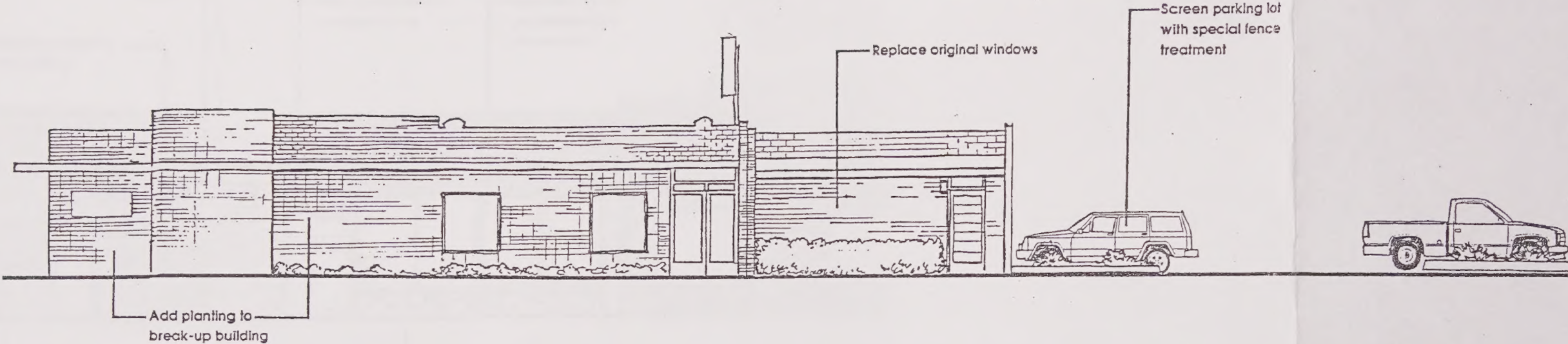
- b. Replace doors and windows that have been boarded up. Provide sidewalk entrances to buildings whenever possible. Emphasize the window and door frames with dark wood or metal frames to provide a further coordination of common elements.
- c. Remove nonconforming, abandoned, poor quality and improperly scaled signs. Replace with high quality, well designed signs.
- d. Use fabric awnings or fixed canopies with fabric valances continuously across the building front or as accents at windows and doors to add interest and to break up an otherwise flat facade.
- e. Provide screening devices for all outdoor storage and equipment areas, including roof-mounted equipment.
- f. Minimize areas of concealment, maximizing exterior lighting and specifying hardware that would make doors and windows more secure.



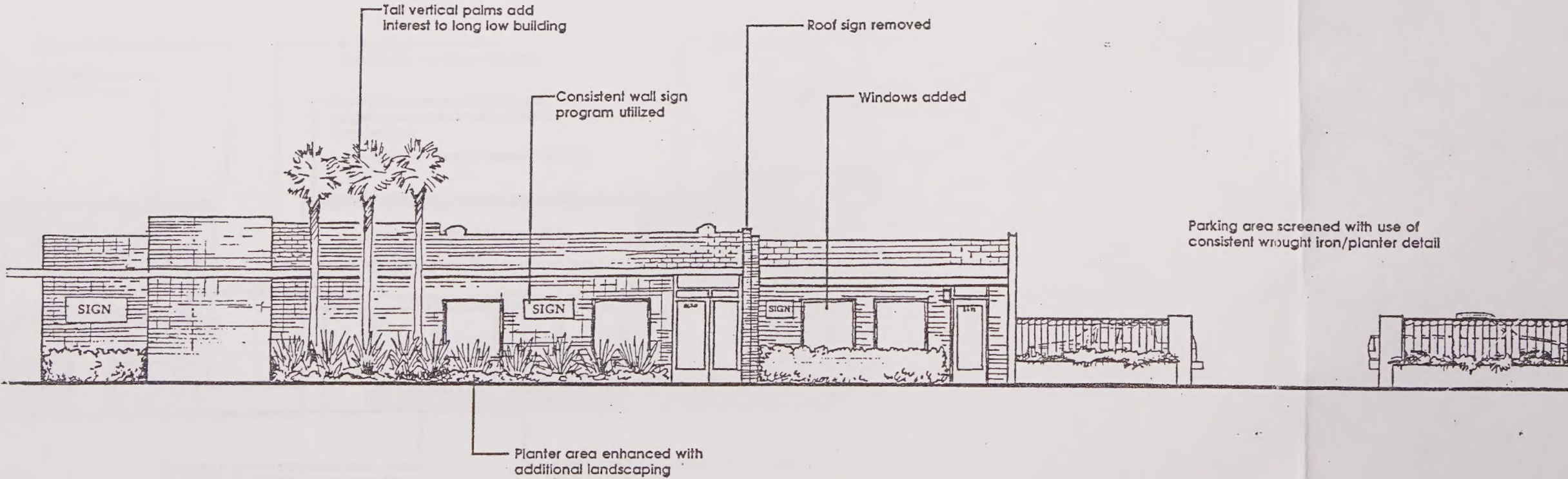


BLOCK 1. Helms to Caroline

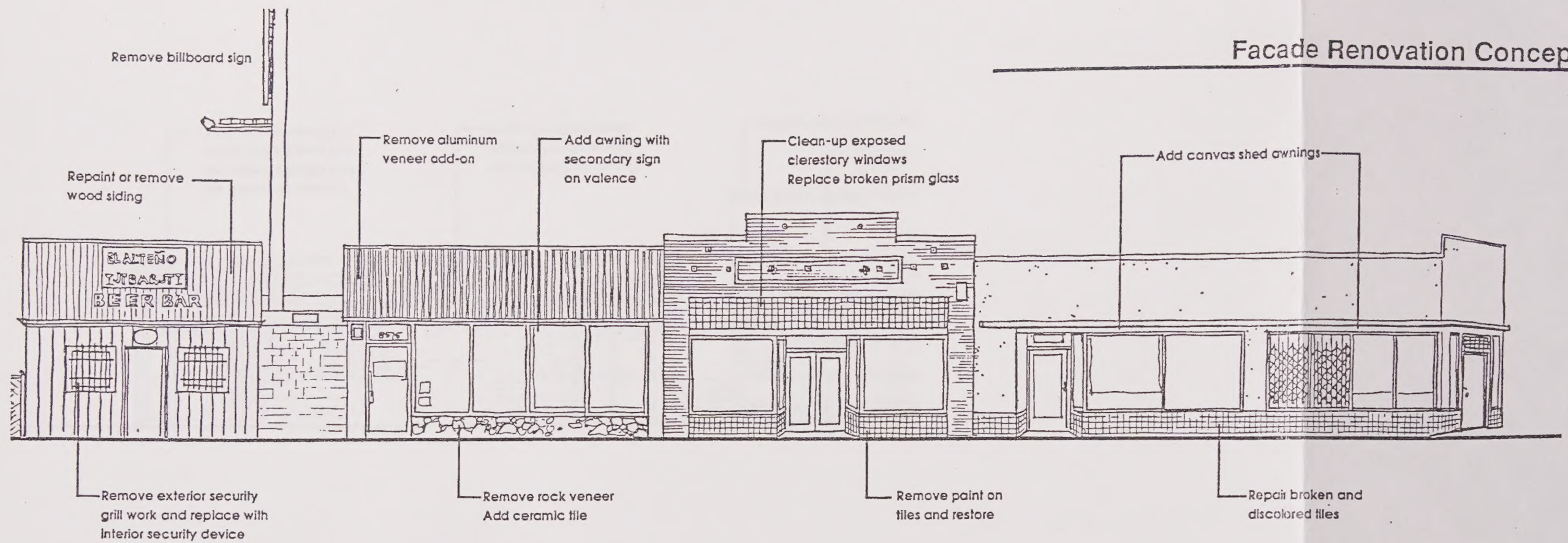




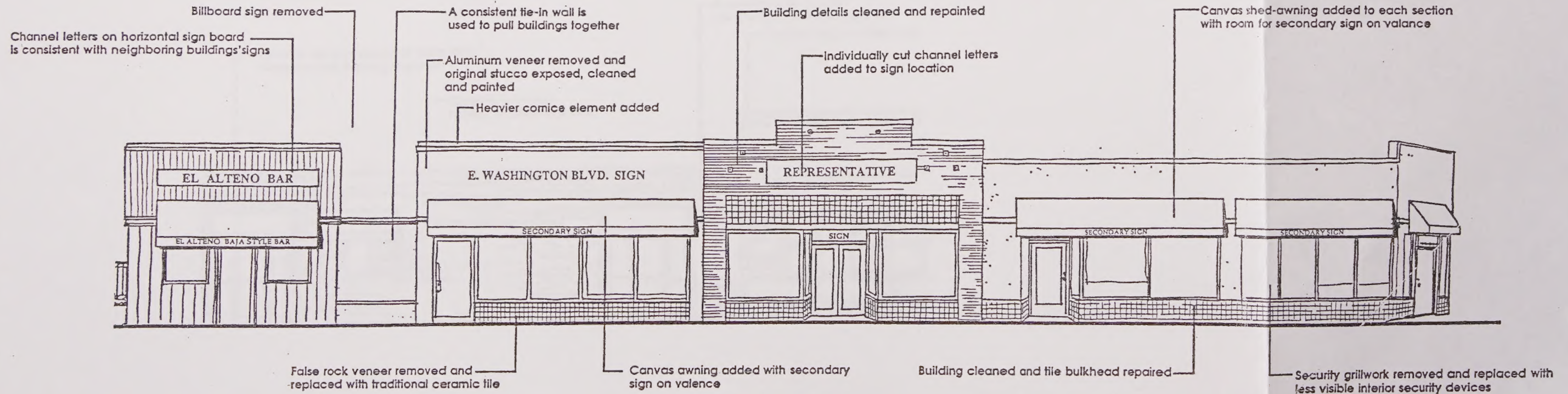
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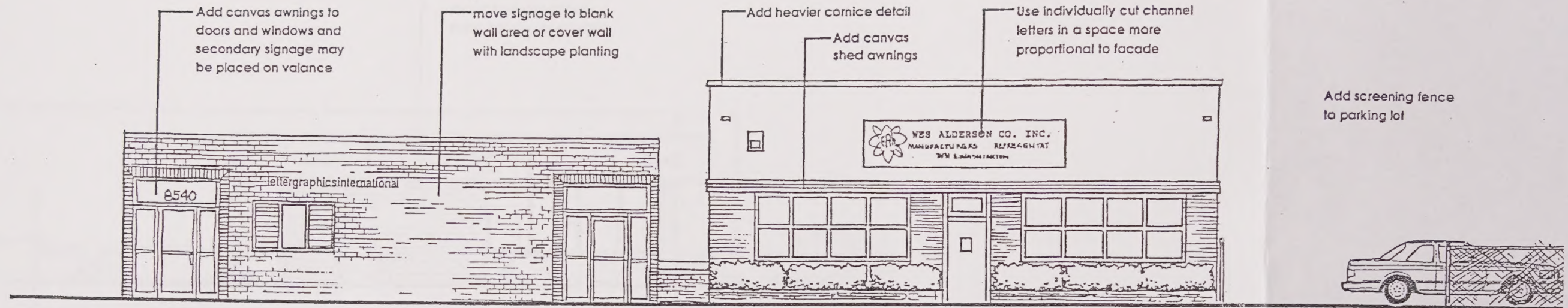


Facade Renovation Concepts

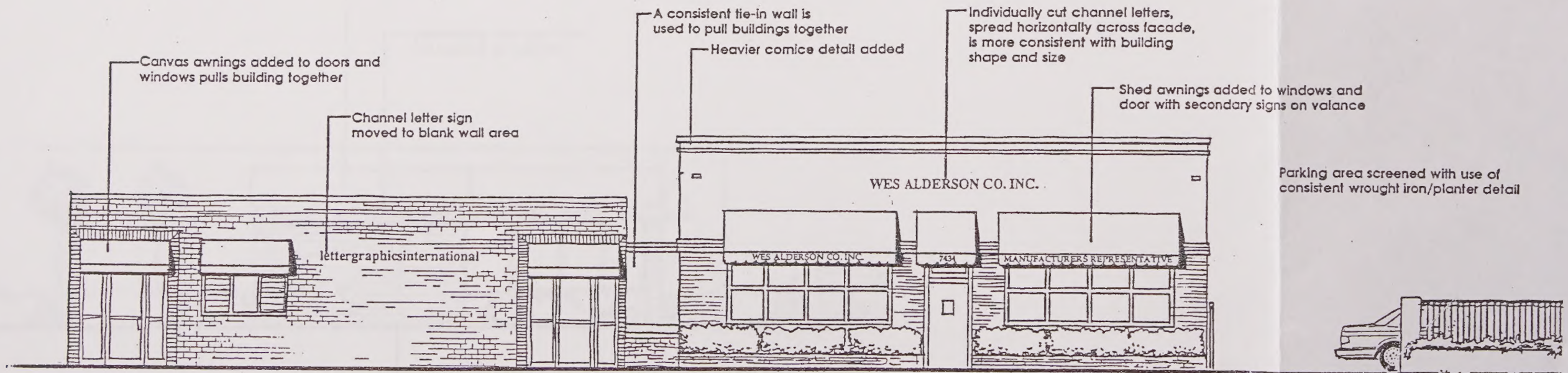


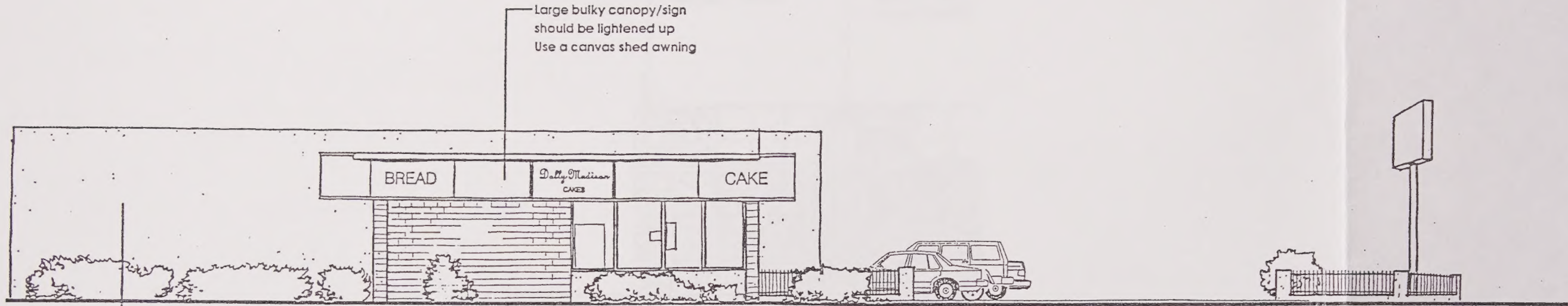
BLOCK 2. Cattaraugus to Fay



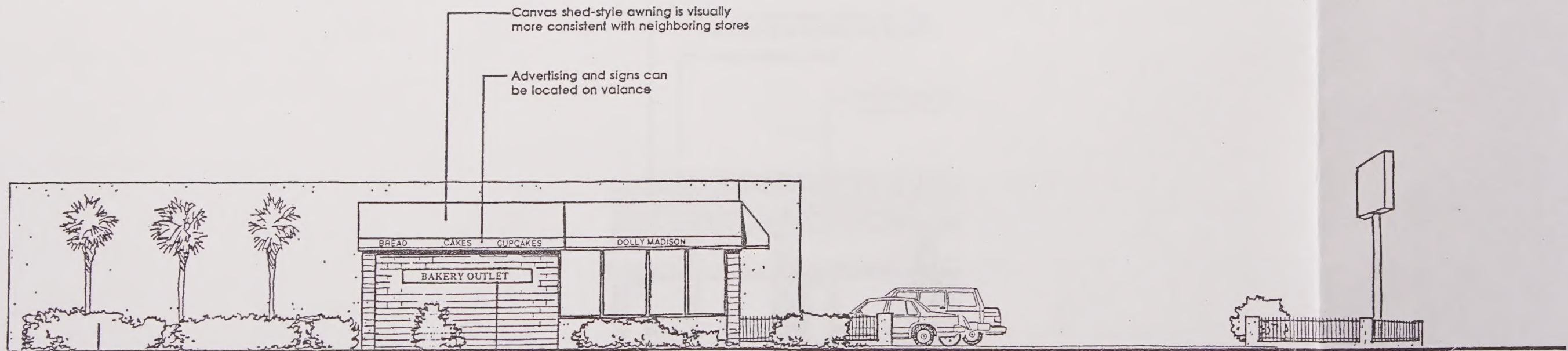


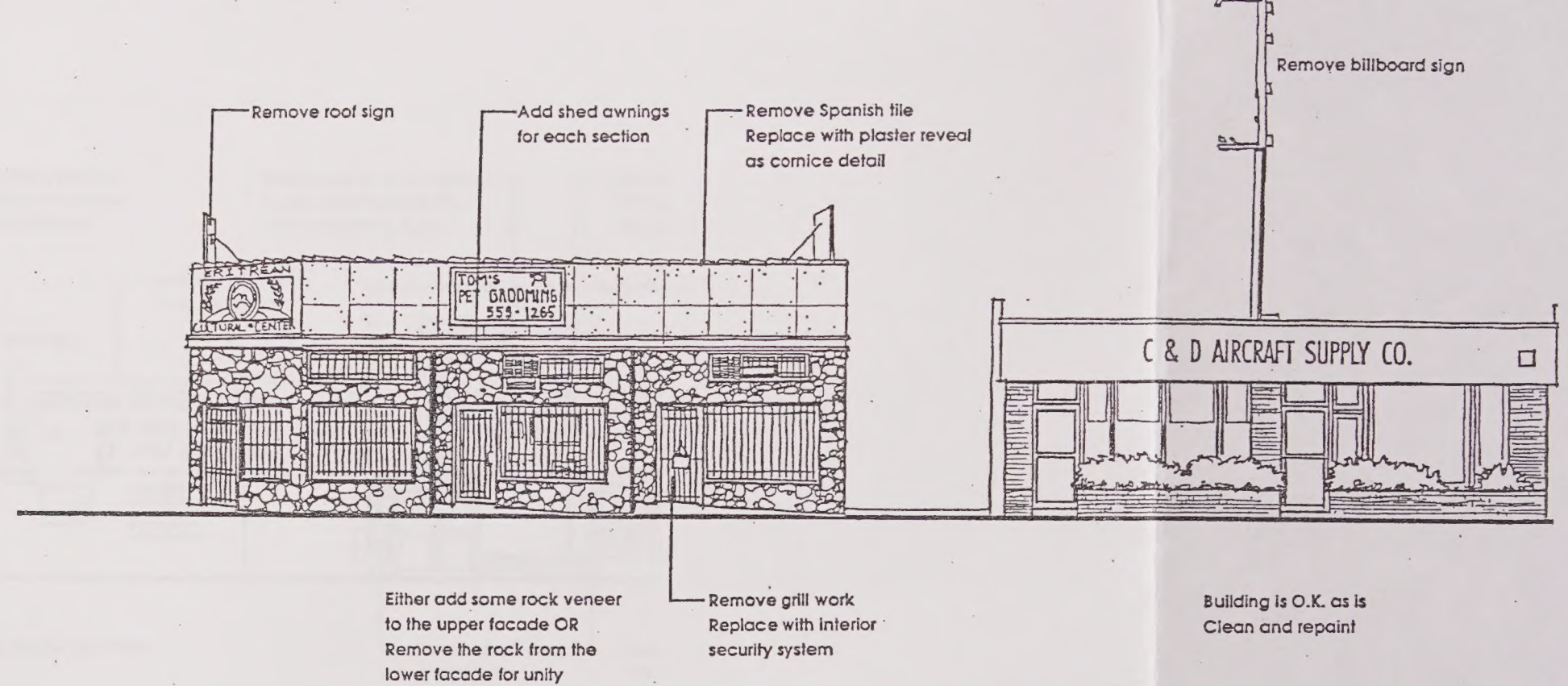
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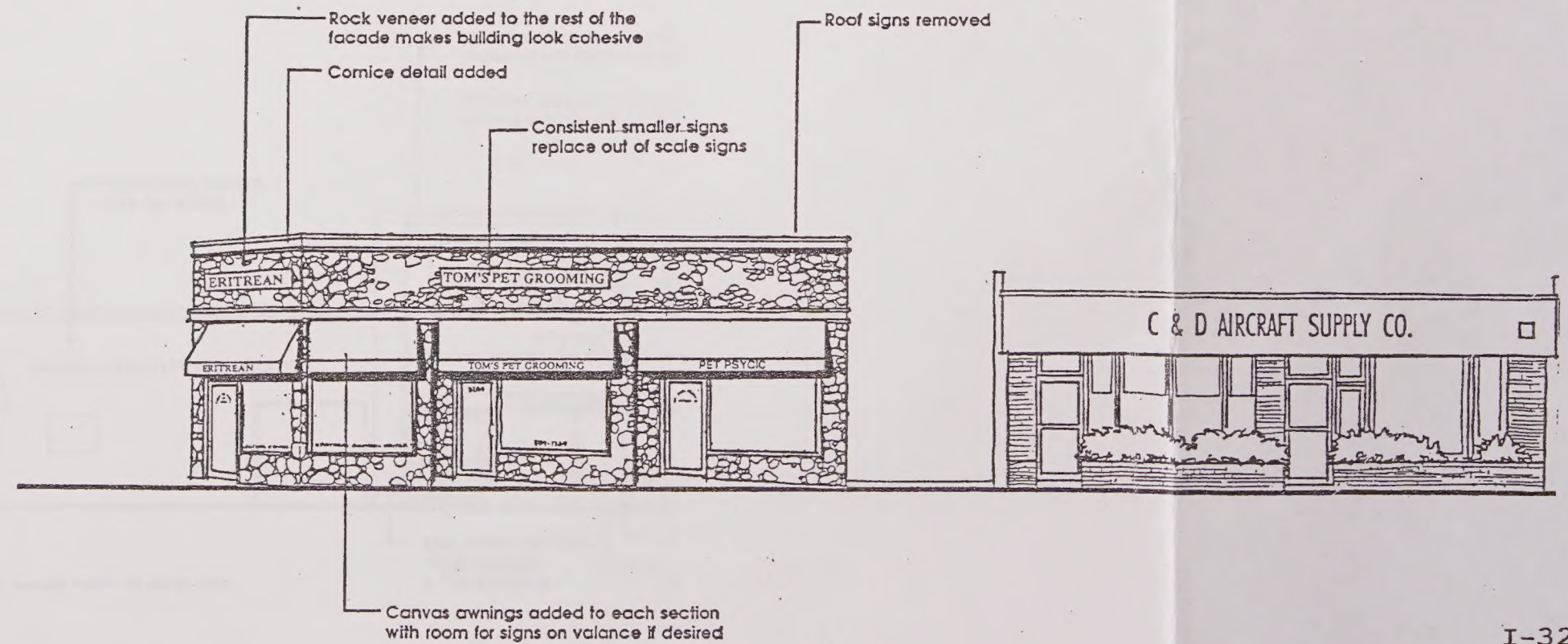


BLOCK 3. Fay to McManus

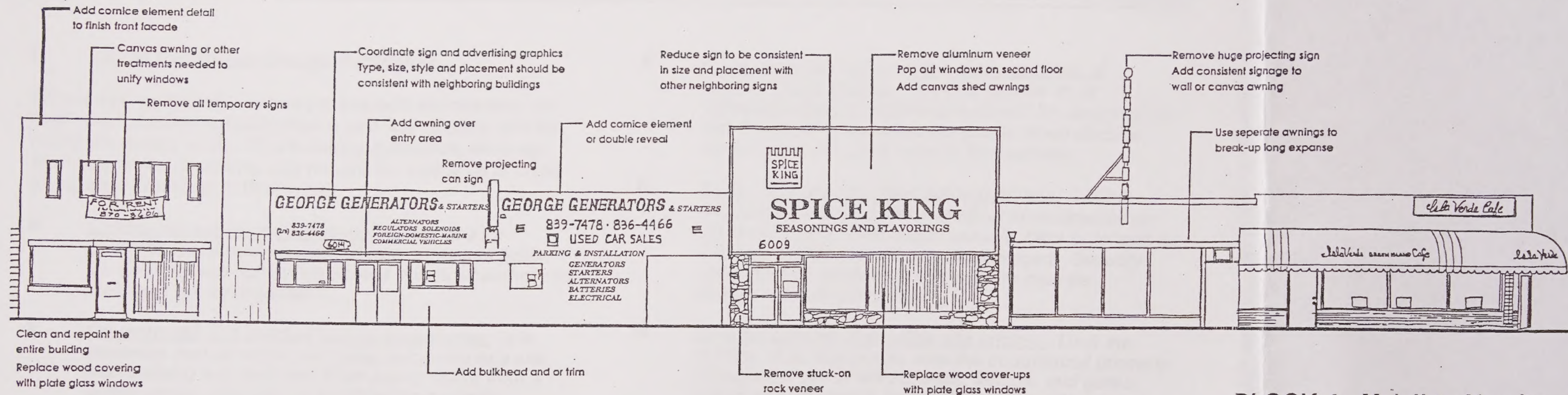




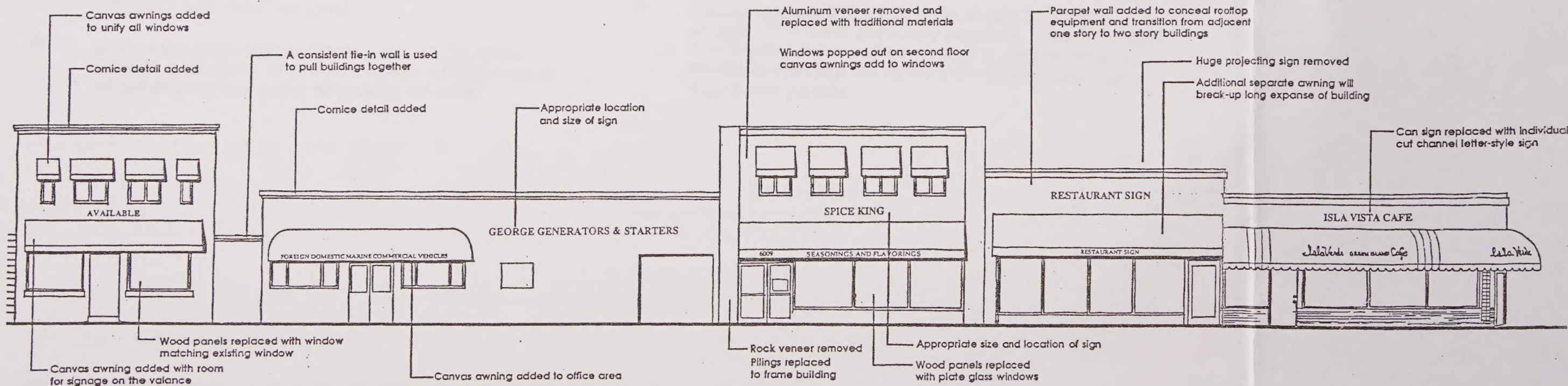
BLOCK 3. Fay to McManus



Facade Renovation Concepts



BLOCK 4. Melvil to Hargis



I. Crime Prevention Design Guidelines

Proper design and effective use of the built environment can lead to a reduction in the incidence and fear of crime and improve the quality of life. The following guidelines, when applied to specific situations, can reduce the incidence of crime along East Washington Boulevard.

- Control access to parking areas. Entrances for automobiles should be marked with gates and lights. By defining and controlling access points, unauthorized intruders will be deterred.
- Promote site and building design surveillance. It is essential that all major and minor entrances to a site and building are designed to be easily visible from a public street, alleyway, or neighboring property. Windows on rear facades which face onto parking lots are extremely important. Consider closed circuit television and "fake" windows.
- Adequately light buildings and parking areas. Provide a minimum of one foot candle lighting level at all building entries and in all parking lot areas.
- Avoid concealed areas at the sides and rear of commercial structures. The rear facade of all "sidewalk adjacent" storefronts should be designed so that the building wall does not create deep alcoves where someone could conceal themselves.
- Do not "fortress" the front building facade. Utilize concealed security grilles and other such devices on the front facade. Permanent security bars or fences on the front facade are strongly discouraged. Security equipment on sides and rear facades may be permanent and conspicuous.
- Limit the amount of possible site entries. Limit the number of access points onto the commercial property through the use of drives, walls, fences, and gates. Orient all entry points for maximum surveillance and control.
- Design rear parking areas to be visible from side streets. Whenever physically possible, assure that the rear parking areas can be visually accessed from side streets to increase the amount of natural surveillance from police patrols.

The following definitions are divided between A. Architectural Terms and B. Design Terms. This definition section contains more architectural terms than is contained in this report so that a reader may acquaint oneself with other specialized terms.

A. ARCHITECTURAL TERMS

Arcade - An arched roof or covered passage way.

Arch - A curved structure supporting its weight over an open space such as a door or window.

Architrave - In classical orders, the lowest member of the entablature; the beam that spans from column to column, resting directly upon their capitals.

Awning - A structure, usually of canvas with a metal frame, extending before a window or door as protection from sun or rain.

Bay - A regularly repeated spatial element in a building defined by beams or ribs and their supports.

Bay Window - A window projecting outward from the main wall of a building.

Belt Course - A continuous horizontal band, either plain or ornate, which projects from the surface of an exterior wall, separating two stories.

Board and Batten - Vertical siding composed of wide boards that do not overlap and narrow strips, or battens, nailed over the spaces between the boards.

Bond - The general method of overlapping the joints of successive courses of bricks or stones, thereby binding them together to form a wall or other surface. Different patterns may be formed by these joints (e.g., common bond, flemish bond, english bond, herringbone bond).

Bracket - A support element under overhangs; often more decorative than functional.

Canopy - A roof-like projection extending horizontally from a structure, usually over a sidewalk or driveway for protection from sun or rain.

Cantilever - A projecting overhang or beam supported only at one end.

Capital - The topmost member, usually decorated, of a column.

Casement Window - Window with hinges to the side and a vertical opening either on the side or in the center.

Clapboard - A long thin board graduating in thickness with the thick overlapping the thin edges; also known as weatherboard.

Column - A vertical support, usually cylindrical, consisting of a base, shaft and capital, either monolithic or built-up of drums the full diameter of the shaft.

Coping - The capping or top course of a wall, sometimes protecting the wall from weather.

Cornice - The third and uppermost division of an entablature, resting on the frieze and projecting out from it.

II · GLOSSARY OF TERMS

Course - In a masonry wall, a single line of bricks or stones.

Double Hung Window - A window with an upper and low sash arranged so that each slides vertically past the other.

Eaves - The overhang at the lower edge of the roof which usually projects out over the walls.

Entablature - The elaborated beam member carried by the columns.

Facade - The exterior face of a building which is the architectural front, sometimes distinguished from other faces by elaboration of architectural or ornamental details.

Fenestration - The arrangement and design of windows in a building.

Flashing - Copper or other materials used to make weather-tight the joint between a chimney and a roof.

Flat Roof - A roof having only enough slope for drainage, with or without a parapet.

Frieze - The middle horizontal member of a classical entablature, above the architrave and below the cornice.

Gable - The triangular part of an exterior wall, created by the angle of a pitched roof.

Gambrel Roof - A roof with a broken slope creating two pitches between eaves and ridges, found often on barns.

Glazed Brick - A brick which has been glazed and fired on one side which results in a shiny finish.

Hardscape - Elements within the landscape which are constructed of impervious material such as brick, concrete, asphalt, or stone. Such elements include paths, sidewalks, plazas, or courtyards.

Hip Roof - A roof with four uniformly pitched sides.

Mansard - A roof with two slopes on each side, the lower slope being much steeper; frequently used to add an upper story.

Masonry - Wall construction of such material as stone, brick, and adobe.

Mullions - The divisional pieces in a multi-paned window.

Parapet - The part of a wall which rises above the edge of a roof.

Pitch - The slope of a roof expressed in terms of a ratio of height to span.

Portal - The principal entry of a structure.

Rafter - A sloping structural member of the roof that extends from the ridge to the eaves and is used to support the roof deck, shingles, or other roof coverings.

Reveal - The vertical side section of a doorway or window frame.

Ridge - The highest line of a roof when sloping planes intersect.

Sash - The part of the window frame in which the glass is set.

Setback - In architecture, the recessing of the upper part of a facade due to the smaller area of the upper floors. In urban design, the distance a building is recessed from the curb of the street, edge of the sidewalk, or property line.

Shake - Split wood shingles.

Shed Roof - A sloping, single planed roof as seen on a lean-to.

Sill - The exterior horizontal member on which a window frame rests.

Shiplap Siding - Early siding consisting of wide horizontal boards with "U" or "V" shaped grooves.

Slate - Thinly laminated rock, split for roofing, paving, etc.

Soffit - The finished underside of an eave.

II GLOSSARY OF TERMS

B. DESIGN TERMS

Articulation - Describes the degree or manner in which a building wall or roofline is made up of distinct parts or elements. A highly articulated wall will appear to be composed of a number of different planes, usually made distinct by their change in direction (projections and recesses) and/or changes in materials, colors, or textures.

Asymmetry - The balanced arrangement of different elements without a common axis.

Axis - A pivotal point, or line on a plane, around which elements are arranged.

Balance - can be described in terms of symmetrical and asymmetrical elements. An important feature of balance is that it is very often achieved by matching differing elements which, when perceived in whole, appear as a cohesive unit.

Emphasis - describes the use of elements which call attention to themselves. Emphasis is an important feature in creating balance when using dissimilar elements. Canopies and balconies are examples of elements which, when emphasized properly, can assist in presenting a balanced look.

Emphasis also can be found within strip developments of malls by the location of a more massive or monumental building, such as a major department store. This emphasis provides a directional guide because it creates a point of reference for the users. Emphasis can also be used as a directional element such as the emphasis at a store entrance or mall entrance.

Mass - describes three dimensional forms, the simplest of which are cubes, boxes (or "rectangular solids"), cylinders, pyramids, and cones. Buildings are rarely one of these simple forms, but generally are composites of varying types of masses. This composition is generally described as the "massing" of forms in a building.

During the design process, massing is one of many aspects of form considered by an architect or designer, and can be the result of both exterior and interior design concepts. Exterior massing can identify an entry, denote a stairway, or simply create a desirable form. Interior spaces (or lack of mass) can be designed to create an intimate space or perhaps a monumental entry. Interior spaces create and affect exterior mass, and exterior mass can affect the interior space.

Landscape architects also use massing in design such as in grouping of plants with different sizes and shapes. These areas are intended to be perceived as a whole rather than as individual trees or shrubs. Plant masses can be used to fill a space, define the boundary of an open area, or extend the perceived form of an architectural element.

Movement - The apparent directional emphasis of a building facade as indicated by its proportions. Static movement is based on square proportions, dynamic movement is based on rectangular proportions.

Pattern - Things which are repeated such as lines, colors, textures, forms and shapes create patterns based on their repetition. The patterns formed by various materials can add texture to a building. Patterns can also be used to add character, scale, and balance to a building. The lines of wood siding and the many types of brick bonds are examples of how material can be placed in a pattern to create texture. The natural texture of rough wood shingles exhibit texture by the nature of the material and by the pattern in which the shingles are placed.

Proportion - Proportion deals with the ratio of dimension between elements. Proportion can describe height to height ratios, width to width ratios, width to height ratios, as well as ratios of massing. Buildings which do not have a consistent setback from the street, a consistent placement on the lot or a consistent lot size often appear as a mixture of unrelated forms. Landscaping can be used to establish a consistent rhythm along a streetscape which will disguise the lack of proportion in building size and placement.

Rhythm - The regular or harmonious recurrence of lines, shapes, forms, elements or colors, usually within a proportional system.

Scale - is the measurement of the relationship of one object to another object. The scale of a building can be described in terms of its relationship to a human being. All of the components of a building also have a relationship to each other and to the building as a whole which is the "scale" of the components. Generally, the scale of the building components also relate to the scale of the entire building.

The relationship of a building, or portions of a building, to a human being is called its relationship to "human scale". The spectrum of relationships to human scale ranges from intimate to monumental. Intimate usually refers to small spaces or details which are very much in keeping with the human scale, usually areas around 8 to 10 feet in size. These spaces feel intimate because of the relationship of a human being to the space. The distance of 8 to 10 feet is about the limit of sensory perception of communication between people including voice inclination and facial expression. This distance is also about the limit of an up-stretched arm reach for human beings which is another measure of human scale. The components of a building with an intimate scale are often small and include details which break those components into smaller units.

At the other end of the spectrum, monumental scale is used to present a feeling of grandeur, security, timelessness, or spiritual well-being. Building types which commonly use the monumental scale to express these feelings are banks, churches, and civic buildings. The components of this scale also reflect this grandness, with oversized double door entries, 18 foot glass storefronts or two-story columns.

II GLOSSARY OF TERMS

Landscape or hardscape elements can also bring human scale to a large building by introducing features such as a tree canopy, leaf textures, and fragrance. Plants can complement the scale of the architecture, as when large trees are used next to tall buildings, or small trees to accent a building component such as an entry.

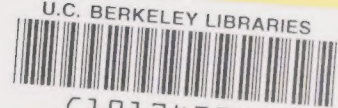
Surface Materials - can be used to create a texture for a building - from the roughness of stone or a ribbed metal screen to the smoothness of marble or glass. Some materials, such as wood, may be either rough (such as wood shingles or resawn lumber) or smooth (such as clapboard siding). Surface materials can also help define the scale of a building or space.

Symmetry - The balanced arrangement of equivalent elements about a common axis.

Texture - Texture refers to variations in the exterior facade and may be described in terms of the roughness of the surface material, the patterns inherent in the material or the patterns in which the material is placed. Texture and the lack of texture influence the mass, scale and rhythm of a building. Texture also can add intimate scale to large buildings by the use of small detailed patterns, such as brick masonry.



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